



City of Seaside

GENERAL PLAN

REVISED PUBLIC DRAFT
MAY 2023





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chapter one

SEASIDE 2040

This updated General Plan represents a roadmap for the future of Seaside and its residents. In preparing for the challenges and opportunities ahead, the Seaside community has developed a General Plan that reflects the unique local identity and generation of new land uses, educational and economic opportunities. The General Plan also seeks to protect the coastal system and preserve the natural habitat that extends beyond the City's boundaries in balance with Seaside's desire to be developed as a well-rounded mixed use community. Equity, sustainability, collaboration, and innovation are centrally embedded in the General Plan goals, policies, and actions to achieve a mixed use community.

Once home to a vibrant military community of 36,000, Seaside has experienced transformational social, political, and environmental changes that have evolved the community over time. The closure of Fort Ord, the dissolution of the Fort Ord Redevelopment Authority, and the COVID-19 Pandemic, coupled with demographic changes have shifted social and economic dynamics across the City. This General Plan Update establishes an updated blueprint for community change, rooted in the values of Seaside residents. It will help the City position itself to generate new opportunities for growth and economic development, while ensuring the protection of open space and an improved quality of life for all residents, particularly those who are most disadvantaged.

Embracing its small town, urban feel, the City will continue to enhance and revitalize existing Seaside commercial corridors and residential neighborhoods. West Broadway will be established as the city's pedestrian-oriented Downtown. The creation of a Campus Town on the north side of the community will enhance and strengthen Seaside's relationship with California State University-Monterey Bay (CSUMB); the Main Gate area adjacent to the Campus Town area will introduce a new regional mixed use center, including housing, arts and entertainment and economic opportunities amenable with CSUMB. In Seaside East, new mixed use and mixed housing neighborhoods will be balanced with habitat protection and open space/recreational opportunities. The City will work towards enhancing the visitor experience for both residents and tourists. The Zoning Code will be updated to establish a form-based code and provide a wide array of land uses and housing mixes to encourage the redevelopment of Seaside's commercial corridors and older residential areas into a higher density, mixed use environment.

The integration of a Complete Streets policy will also encourage important land use changes. Seaside will be more walkable and bikeable, ensuring connectivity across neighborhoods and access to diverse recreational opportunities. In addition, the City will commit to creating a transportation system that serves the needs of all users and ensures that good, safe facilities exist to promote walking, biking, and transit use, as well as driving.

However, steady re-growth has helped to expand and rejuvenate the City's employment base, which will continue to evolve with new business and retail opportunities, while retaining existing small businesses that play an important role in shaping community character.

Given limited general fund revenues, the City will have to determine how to finance, support, and enhance city businesses, services, and programs. Climate change will also impact the city, increasing the number of high heat days, raising sea levels, intensifying coastal flooding, and increasing wildfire risk. Protecting the unique characteristics that make Seaside home, from the diversity of trees and parks to the city's tight-knit neighborhoods and larger multi-cultural community, will prove necessary in evaluating alternatives for the city's future.

A strong commitment to building local partnerships has helped mobilize groups with diverse interests across the city. Churches, schools, unions, and civic organizations have long worked towards creating long standing cross-cultural coalitions and this tradition of civic engagement will continue into the future. Seaside brings together the energy and opportunities to help people succeed and the City should continue to build regional partnerships that support diverse, high-demand and high skill jobs. These are all important building blocks in ensuring that all residents and businesses take ownership of the implementation of the General Plan and work hand-in-hand to build a more healthy and sustainable Seaside.



West Broadway Urban Village Specific Plan

Geography and Location

The City of Seaside is located on the northern portion of the Monterey Peninsula, approximately 115 miles south of San Francisco. The city is bounded on the south by the City of Monterey and Del Rey Oaks, on the West by Sand City, and Marina to the north as shown in Figure 1. The Fort Ord National Monument extends to the east of the city.

Located adjacent to Monterey Bay, Seaside is bordered by Highway 1 on its western flank, the major north-south transportation route along the central coast

that connects Seaside to other cities on the Monterey Peninsula and Santa Cruz County to the north. The City of Seaside encompasses 7.94 square miles. Urban land uses predominate in the city, while open space and former military lands also exist to the north and east of the city.

The Planning Area and Sphere of Influence for the General Plan is defined by the Seaside city limits.

A Short History of Seaside

First People

Seaside is located on the indigenous land of the Rumsen people, also known as Carmeleno and Costanoan, who are one of several groups of the Ohlone. In the eighteenth century, the Rumsen people inhabited the Monterey Peninsula, lower Carmel River Valley, and around Carmel Bay. Although not federally recognized, the Rumsen people sustain a rich cultural and community presence on the Monterey Peninsula.

Early History

The subdivision of Seaside was first planned in 1888 by Dr. John L.D. Roberts, who had come to California from New York the year prior. Roberts purchased an

approximately 160-acre property where Seaside and Sand City are currently located. The land had previously been owned by the David Jacks Corporation. David Jacks had at one time been the richest landowner in Monterey County, acquiring over 100,000 acres.¹

The area was once referred to as East Monterey. By 1891, the community was named Seaside and had its own post office. The community expanded from the original cluster of homes near the slough (later called Roberts Lake).

A street car line was built to connect Seaside with Monterey. The community developed into a working people's town rather than a resort town.²

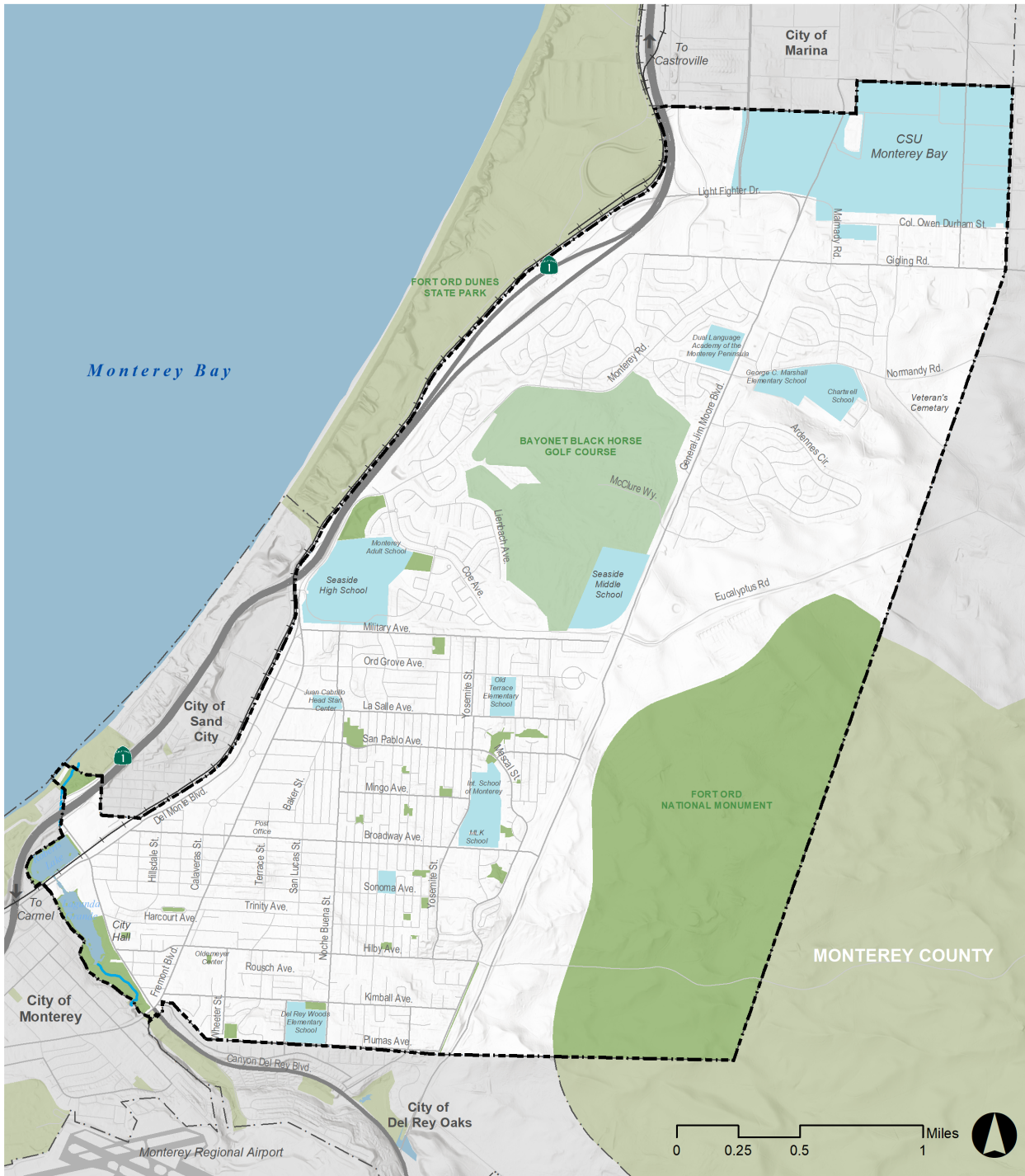


Hotel Del Monte. Photo Courtesy of the California Digital Library



Main Garrison Fort Ord. Photo Courtesy of Congress Library

Figure 1: City of Seaside



- | | | | |
|--|-------------|--|---------------------------|
| | City Limits | | Schools |
| | Rail | | City Parks and Open Space |
| | Highway | | Golf Course |
| | Major Road | | Context Parks |
| | Local Road | | Monterey Airport Runway |
| | Streams | | Monterey Bay |



Sources: City of Seaside (2016); Fort Ord National Monument (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022), USGS & NOAA (2016).

In 1910, Dr. Roberts, then a Monterey County Supervisor, lobbied President Theodore Roosevelt to locate a military training field on ranch land near Seaside. In 1917, the United States Army purchased land to use as a training ground for field artillery and cavalry troops stationed at the nearby Monterey Presidio. It was called Camp Ord and was re-designated as Fort Ord in 1940, growing into a larger-scale training facility.³

The Depression

The Depression brought new populations into Seaside from the Dust Bowl and from Southern Europe. A diverse population of Mexicans, Italians, Japanese, Portuguese, and a few African Americans began to settle in the city, which gave Seaside a reputation as a multicultural enclave. Seaside housed many of the cannery workers who were too poor to live in Monterey. New homes were built, and small businesses were established to serve the new population. Seaside residents established small businesses along the main thoroughfares of Del Monte Avenue, Broadway, and Noche Buena Street.⁴



Parade in Seaside. Photo courtesy of the City of Seaside Archive.

To establish a sense of community, Seaside residents also organized chapters of different clubs and participated in many public events and parades. Churches also played an important role in Seaside civic life. Military families formed congregations based on race and on shared regional origins, many of which were African American.

World War II

During the World War II era, Fort Ord base's buildup and continued expansion changed the character of the community. Thousands of workers and soldiers came to the area and Seaside's population began to be dominated by military families. Fort Ord had a very diverse military personnel with African American, Mexican, Indian, and Filipino soldiers.

In 1948, federal policy ordered the integration of housing, facilities, and schools on military bases. Fort Ord was the first base to undergo complete integration. This occurred during the same time when Seaside was transforming from a subdivision into a City. The federal government's influence extended into the small community, shaping Seaside into a dynamic multi-racial city.⁵

Post-War Development

The City of Seaside was incorporated in 1954. At that time, the oldest parts of Seaside, in the southwestern portion of the city, became part of the City of Monterey, and much of the shoreline on the west became part of Sand City. The expansion of Fort Ord during the late 1960s through the late 1970s created a demand for housing and services to meet the needs of the growing population. Redevelopment and urban renewal included the construction of State Highway 1, a high school, and a new city hall designed by Edward Durell Stone. Seaside became the second city in the nation to embrace Federal Redevelopment programs, enabling it to overcome the loss of 1/3 of its land and housing and restructure to meet the needs of its growing population.

The federal government's desegregation movement enabled local government to utilize federal funding during the Kennedy and Johnson administrations to redevelop portions of the city and create new infrastructure. "Substandard" housing was demolished, and in its place, new units were built, commercial areas developed, and streets, sidewalks and parks were built. Seaside also obtained federal funding for three major residential and commercial projects (Noche Buena, Del Monte Heights, and Hannon).⁶

The diversity of the City of Seaside made it a unique place to live, work, and play. African American leaders,



Camp Ord in 1941. Photo Courtesy of Congress Library.

Seaside aerial in 1956.



including Dr. Martin Luther King, played an important role in making the city a center for civil rights. Well educated African American families initiated an era of civil rights activism throughout the Monterey Peninsula. African American residents worked with other groups to ensure city building, civil rights, and social justice.⁷

African Americans also led political movements in the city and on the Monterey Peninsula. At the time, the local chapter of the NAACP had a membership of over 1,000 people and was at the vanguard of challenging discrimination. The NAACP led many successful campaigns, including ones focused on generating employment and economic opportunity and challenging the service industry to hire black workers and allow black guests. The NAACP still maintains an office in Seaside.⁸



Dr. Martin Luther King visited Seaside in 1962. Photo courtesy of the City of Seaside Archive.

Seaside Today

The end of the 20th century witnessed a sweeping demographic transition in Seaside. The U.S. government closed Fort Ord as an active-duty military base between 1991 and 1994 and the city began to shift its identity. The closure of Fort Ord also had significant impacts on the city. Economic restructuring resulted in the loss of jobs, diminishing city revenues, and a sharp decline in housing prices.

In the aftermath of the Fort Ord closure, Seaside initially lost a significant number of its African American population, only to gain increasingly multi-racial populations in the city. As the Latino population expanded, new businesses also opened to cater to new populations.⁹ Former Fort Ord lands have transferred to the City from the government.

The Bayonet Black Horse Golf Course, California State University Monterey Bay, and the Fort Ord National Monument were once Fort Ord lands. Seaside’s future areas for development and redevelopment include the Main Gate and Campus Town areas.¹⁰

Seaside’s diverse community has continued to work together towards building the future of the City. In 2017, Seaside became the first City on the Monterey Peninsula to formally identify as a “Sanctuary City” – adding public protections to undocumented migrants. A strong grassroots and advocacy base have also led diverse efforts to raise awareness around issues of political, economic, and social justice. In 2021, Seaside was recognized as a Tree City USA by the Arbor Day Foundation.



Main entrance to CSUMB.



Surplus II area.



Bayonet Black Horse Golf Course

Covid-19 Pandemic

In March 2020, the World Health Organization declared the novel SARS-CoV-2 virus outbreak a global pandemic. Like much of the rest of the world, Seaside shut down to contain the spread and protect its residents. The health, economic, and social impacts from this pandemic will continue to reverberate in all aspects of daily life in Seaside throughout the span of this General Plan. Although the full scope of the pandemic's impact on the economy, housing, and public health remain to be understood, many of Seaside's existing issues have been exacerbated:

- Economic activity declined during the pandemic, with variation across sectors and demographic groups, but affecting the service sector, including the hotel industry and small businesses, in particular.
- As economic activity declined or shifted, unemployment rates rose and more residents were in the economically precarious situation of being rent-burdened. This was paired with continued increases in housing prices while wages stagnated.
- Existing disparities in health conditions, health care access, job sector, and quality of housing (including age of housing and overcrowding conditions) meant that the pandemic hit certain demographic groups the hardest. The Latino population experienced higher positive cases, rates of hospitalization, and deaths from COVID.

While these changes have been significant, the long-term implications of the pandemic cannot be fully predicted today. Projections and trends described in the General Plan may differ from future conditions if there are long-stand fundamental shifts in the economy, as well as other sectors and our behaviors, resulting from the COVID-19 pandemic. Regardless of this uncertainty, the City will address the pandemic's impacts and implement solutions through an equity lens.



City of Seaside and Visiting Nurse Association COVID-19 vaccine clinic at Oldemeyer Center



Seaside City Hall Food Distribution



Masks given out at Seaside City Hall Food Distribution

Purpose of the General Plan Update

The City last updated its General Plan in 2004. Since the creation of the 2004 Seaside General Plan, there have been significant shifts in the city's economic and housing markets, demographics, land use, transportation system, community character, and infrastructure demands. There are portions of the 2004 General Plan that are outdated or no longer reflect the community consensus for the future. These changes and overall conditions in the city were documented in the Existing Conditions Report prepared as part of the General Plan update process. This General Plan Update brings the plan up-to-date by:

- Engaging community members to express their collective values to create a common vision for the city's future.
- Refining the land use and community character vision for potential growth areas of the city.
- Incorporating recently created Plans, such as the West Broadway and Campus Town Specific plans and Civic Campus Feasibility Study.
- Creating updated policies for land use, community design, transportation, infrastructure, and other topics.
- Maintaining the City's stock of housing, especially housing for those with low- and moderate-incomes.
- Addressing recent State requirements regarding housing, climate change, transportation, and environmental justice.

What is a General Plan?

A General Plan is a city policy document required by State law (Government Code Section 65300-65303.4) that provides a "long term, comprehensive, integrated, internally consistent and compatible statement" of goals and policies that reflect local conditions and the community vision. Within this general requirement, some aspects of the general plan are tightly prescribed, while others are left to the discretion of individual cities or counties. The plan serves as a basis for decisions that affect Seaside's future. The law requires that a General Plan address the following eight mandatory subject areas, or "elements:"

- **Land use.** The land use element identifies the location and intensity of land uses throughout the City.
- **Circulation.** This element plans for the transportation system, including roadways, transit, bicycle and pedestrian facilities; it can also address sewer, gas, water, and other infrastructure conveyance systems.
- **Housing.** The housing element seeks to accommodate housing needs for all incomes, groups with disabilities, and the homeless.
- **Open space.** The open space element identifies parks and open space throughout the City.
- **Conservation.** This element guides the use and conservation of natural resources such as soils, wildlife, water, energy, and historic resources.
- **Noise.** This element seeks to limit the community's exposure to excessive noise.
- **Safety.** The safety element seeks to reduce the risk of death, injuries, property damage, and economic and social dislocation from natural and human-made hazards.
- **Environmental justice.** The environmental justice element identifies disadvantaged communities and identifies policies to reduce unique or compounded health risks and prioritize improvements to address the needs of such communities, and provide policies to promote civil engagement.

State law also allows for optional "elements" and for elements to be organized or combined at the City's discretion. Seaside 2040 includes three optional elements: Economic Development, Community Facilities and Infrastructure and Implementation.

Maintenance and Update of the Plan

The Seaside General Plan will be implemented over an extended period of time with a time horizon of 2040. During this time, the long-range planning efforts for Seaside will continue using the goals, policies, and programs in this General Plan to guide growth, development, and conservation. However, the General Plan is a living document. As the City grows and changes, it may become necessary to amend specific policies and implementation actions as economic and demographic conditions change and while new ideas about growth and conservation are formed. In fact, State Law requires annual reviews of implementation actions and recommends that the entire General Plan be thoroughly reviewed every five years to ensure it is still consistent with the community's goals. Any part of a General Plan may be amended to accommodate changing conditions.

Property owners, the Planning Commission, the City Council, or City staff may propose amendments. Proposed changes must be reviewed by the Planning Commission and the City Council at public hearings and potential environmental impacts must be evaluated in accordance with the California Environmental Quality Act. Community members, neighborhood groups, and local organizations are encouraged to get involved in the ongoing planning efforts of the City and to participate in the implementation of the General Plan. By maintaining active engagement in the process, Seaside's residents can be part of shaping the city to make it an even more inclusive, vital, and thriving city than it is today. Additional details on General Plan interpretation are included in the "How to Use the General Plan" section.



Seaside National Night Out Celebration.

Plan Organization

This General Plan is comprised of the State-mandated elements, and additional optional chapters (i.e., Economic Development, Community Facilities and Infrastructure, Implementation). Government Code Section 65301 allows the general plan to “be adopted in any format deemed appropriate or convenient by the legislative body, including the combining of elements.” Consequently, some elements of this general plan rely upon policies or information in other chapters in fulfilling the individual element’s statutory requirements.

- **Chapter 1 – Introduction.** The Introduction presents a picture of Seaside’s transformation, identifies changes to the natural and urban landscape, and a brief history of community change in the city. The chapter also includes a brief summary of issues and opportunities facing the City. This chapter concludes with a description of the purpose of the General Plan and suggestions for maintaining and updating the plan.
- **Chapter 2 – Vision and Guiding Principles.** This chapter sets the Vision and Guiding Principles for what Seaside is striving to become and provides a framework for how it will get there. The vision is intended to be realized over the course of 20 years and is intended to be guided, well-planned, phased growth and development. It is expected that the vision and guiding principles will help decision makers thoughtfully shape decisions relating to new development and update the City’s various plans and ordinances. This chapter also includes a brief outline of major strategies and physical improvements to help further the vision for the General Plan.
- **Chapter 3 – Land Use and Community Design.** This element presents the approach to land use and urban design, providing clear parameters for future development and change in the city. Within this element are the distribution of existing land uses and detailed General Plan land use designations for each sub-area. Finally, this element includes a designation map and goals and policies describing the community’s preferences and priorities for the character and appearance of the city.
- **Chapter 4 – Economic Development.** This element presents a summary of existing economic and market conditions, in addition to providing goals and policies related to: 1) business attraction and retention, and 2) jobs and workforce development. It highlights the city’s unique economic position and addresses the potential for economic growth, new jobs, and the need for fiscal stability.
- **Chapter 5 – Housing.** The General Plan includes the State-mandated Housing Element, which needs to be updated more frequently than the rest of the General Plan. The Housing Element Technical Appendix is contained in an appendix at the end of the General Plan. The Housing Element includes the City’s existing and projected housing needs, the need to maintain affordable housing, and impacts of changing demographic trends. The element additionally provides related policies on maintenance and preservation of housing and neighborhoods, diversity of housing, housing protections, and variety of housing needs. The 6th Cycle Housing Element will be released separate for public review in 2023.
- **Chapter 6 – Mobility.** This element presents the approach to mobility, addressing the circulation system, complete streets, and coordination with land use decisions in the city. Included in this element are descriptions of street types and the circulation network map, as well as goals and policies addressing existing and future transportation facilities in Seaside for pedestrians, bicycles, and transit.
- **Chapter 7 – Parks and Open Space.** This element presents the community’s desire for safe, accessible, high-quality green spaces, including parks, open spaces, and recreational facilities. Within this element are the distribution of existing park and recreational areas, including details on facility types and needs. The element additionally provides information on recreational programming. Finally, this element identifies goals and policies describing the community’s preferences and priorities for park, open space, and recreational facilities in the city.

- **Chapter 8 – Conservation.** This element addresses the conservation, development, and sustainable use of Seaside’s natural resources, including, but not limited to, environmentally sensitive species, habitat areas, and scenic and visual resources. Strategies to manage the adverse impacts of stormwater runoff and climate change the environment are also discussed. In addition, this element provides guidance to enhance and protect cultural and historic resources, including tribal resources, former Fort Ord sites, and significant people, places, and events in the city.
- **Chapter 9 – Healthy and Sustainable Community.** This element presents the community’s vision for promoting a healthy and sustainable environment in Seaside. It acts as the City’s environmental justice element, identifying disadvantaged populations and establishing goals and policies related to health care access, neighborhood design and safety, workforce training, community engagement, and healthy food access, among others. It also includes goals and policies that address greenhouse emissions, renewable energy, conservation, and green waste and recycling.
- **Chapter 10 – Community Facilities and Infrastructure.** This element presents the community’s interest in maintaining efficient and well-managed community facilities and infrastructure, including water, energy, waste, and telecommunications networks. The element also includes goals and policies that address the provision of public facilities and services, including city facilities and schools. Finally, the chapter also addresses coordinating efforts and strategies with CSUMB’s future expansion.
- **Chapter 11 – Safety.** This element presents public safety challenges in the city, including emergency services, seismic hazards, flooding, wildfire, climate change, and hazardous materials. This chapter also includes identifies potential safety risks and describes how climate change will alter that risk profile. The element contains goals and policies that will help guide the City’s decisions related to new development and the risks to the health, safety, and welfare of the community.
- **Chapter 12 – Noise.** This element addresses the community’s approach for minimizing noise levels in the city and contributing to a higher quality of life. The element analyzes and quantifies existing and future noise levels. It includes maps summarizing the results and presents goals and policies for managing exposure to excessive noise, including enforcement of noise standards, land use planning, site design, and innovative building technology.
- **Chapter 13 – Implementation.** The General Plan Implementation chapter provides strategic steps for attaining the vision for the future of Seaside and guidance about how to attain that future. City staff, as part of their duties to the City, will carry out the goals and policies of the plan, in partnership with community residents and coordination with local and regional agencies. To assist with the effort of implementing this General Plan, this final chapter provides a list of actions with a brief description, level of priority, time frame for accomplishing the tasks, and responsible parties for each action. This chapter also includes a list of major physical improvements known at the time of writing and indicators to measure the successful implementation of the General Plan.
- **Appendix A: 6th Cycle Housing Element**
- **Appendix B: Climate Change Vulnerability Assessment**
- **Appendix C: Evacuation Analysis**

How to Use this General Plan

Each element of the General Plan is organized with the following sections:

- **Statutory requirements.** A short explanation of the mandatory state requirements for each element – what must be included in the section to be certified as a legally binding document.
- **Setting the scene.** A summary of the key topics and issues facing the community. The issues serve as background for the goals and policies and are derived from the Existing Conditions Report prepared as part of this General Plan update and community engagement.
- **Goals and policies.** Each element contains goals and policies responding to the key issues associated with achieving the community’s vision, and are intended to provide clear direction on how the City will implement the overall vision of this plan.

Together, the General Plan language creates a hierarchy of goals and policies that will be mandated, encouraged, or allowed by the City over the next 20 years.

Goals, Policies, and Actions

Each element of this General Plan contains goals and policies. Implementation actions are included in Chapter 12 “Implementation,” but are organized by the same topics as each chapter. All of these guide decision-making, and are defined as follows:

Goal

Overall statement describing a need, concern, opportunity, or desire. Goals are broad in both purpose and aim, but are designed specifically to establish positions or directions. The following is an example of a goal:

- **Goal POC-1:** Abundant new park and recreational facilities to serve Seaside.

Intent

An explanatory statement that provides justification, rationale, and background on the related goal. The intent gives a clearer picture of why the stated goal is important

to the wellbeing and success of the City moving forward, and gives specificity on the desired outcomes.

- **Intent:** The lack of park space in the city will only intensify with future population growth. Close proximity to parks, open space, and recreational facilities encourages use, but can also facilitate opportunities to engage in physical exercise. Developing parks in areas with limited or no access to green space is particularly important. This goal seeks to increase the amount and availability of park and recreational facilities for all Seaside residents.

Policies

Specific position statements that support the achievement of goals and serve as guides to the City Council, Planning Commission, other City commissions and boards, and City staff when reviewing development proposals and making other decisions. Policies seek to achieve the goals by mandating, encouraging, or permitting certain actions. Certain policies are critical and must be implemented. Thus, compliance with the policy or action is mandatory. The following is an example of policies in the Seaside General Plan:

- **Multifamily housing construction.** Encourage the construction of high-quality, well-designed multifamily housing and residential mixed-use projects along Broadway Avenue, Fremont Boulevard, the city’s existing multifamily neighborhoods, Campus Town, and Seaside East.

Actions

The Implementation chapter and the Housing Element include actions, such as physical improvements and programs that implement the vision, goals and policies of the General Plan. The actions differ from policies in that they are intended to be one-time activities, such as creating a plan.

- **Vision Zero Action Plan.** Prepare a Vision Zero Action Plan that sets forth goals and targets to reduce car crash deaths and collisions, including active transportation and street design strategies, safe routes to school, and multi-modal transit initiatives.

Interpretation of the General Plan

This plan should be interpreted with the following concepts in mind when making subsequent General Plan consistency conclusions and implementation decisions. As discussed by the Supreme Court in *Leshar Communications, Inc. v. City of Walnut Creek* (1990) 52 Cal.3d 531, a general plan is “simply a statement of policy to govern future regulations.” “General plans ordinarily do not state specific mandates or prohibitions. Rather, they state policies, and set forth goals.” (*Napa Citizens v. Citizens for Honest Government v. Napa County Board of Supervisors* (2001) 91 Cal.App.4th 342,378.) As also discussed in the Governor’s Office of Planning and Research (OPR) General Plan Guidelines, “given the long-term nature of a general plan, its diagrams and text should be general enough to allow a degree of flexibility in decision-making as times change.” (Office of Planning and Research 2017, page 380.) This General Plan attempts to balance a range of competing interests. It follows that it is nearly, if not absolutely impossible for a project to be in perfect conformity with each and every policy set forth in this General Plan. The City’s decision-making bodies will have discretion to approve a project even if it is not consistent with every individual goal, policy, or implementation measure contained herein.

All general plans, including this one, must also address a host of concerns within a consistent, well-integrated policy framework. In implementing the plan, it is the task of the City Council (or its delegates) to make policy determinations in a manner that promotes the overall goals of the plan and the public welfare, in accordance with existing resources, staffing, and priorities available at the time. Policy and program implementation will require reasonable and thoughtful consideration of other plan policies. In many instances the City’s decision-makers will have to balance the policy consequences of approval versus the consequences associated with denial (e.g. Gov. Code Section 65589.5(a) and (b) [noting that denial of a project may itself result in adverse environmental consequences and policy implications]). Such implementation decisions will come up on a case-by-case basis as the City Council, Planning Commission, City staff, and others work to effectively implement the entire plan.

Another overall principle to guide the reading, interpretation, and implementation of the plan is that none of its provisions will be interpreted by the City in a manner that violates State or federal law. In reading every provision of the plan, one should infer that it is limited by the principle, “to the extent legally permitted.”

Plan Implementation: The City’s General Plan includes implementation measures. The following principles guide Plan implementation. (1) Implementation can take time, especially when needed resources are limited and required for more than one program, (2) Because implementation can take time, the City Council, and those to whom the Council delegates, may need to prioritize programs. The General Plan contemplates this ongoing process as part of the City’s policy-making function, (3) While the General Plan identifies specific programs, implementation measures may be adjusted over time based on new information, changing circumstances, and evaluation of their effectiveness, so long as they remain consistent with the overall intent of the plan, (4) It is important to note that by adopting Implementation Measures, which are not required to be included in a general plan, the City does not intend to establish additional general plan goals or policies. Because the Implementation Measures are intended only as an aid in implementation of the General Plan, they are included in the plan only for convenience and updates to these sections will not be considered amendments to the General Plan, (5) To the degree that these sections conflict with the language of the goals, policies, and land use designations they implement, the language of the goals, policies, and land use designations shall govern.

Other Planning Documents

The Zoning Code, Specific Plans, and other planning proposals and plans are tools used for the systematic implementation of the General Plan. As such, these documents must be consistent with the goals, policies, and standards of the General Plan. While summarized below and elsewhere in the General Plan, these plans have not been incorporated into the General Plan, and revisions to these documents shall not be considered an amendment to the General Plan.

California Coastal Act/ Local Coastal Program

The California Coastal Act requires that the City's Local Coastal Program (LCP) contains specific coastal access and beach management components to "assure that maximum public access to the coastal and public recreation areas is provided." In the case of Seaside, this includes, but is not limited to, the protection of scenic and visual qualities of coastal areas, water quality and resources, hazard mitigation, natural habitats, and recreation. The General Plan is consistent with Seaside's LCP.

Seaside Zoning Code

The Seaside Zoning Code classifies and regulates the uses of land and structures within the City. The Zoning Code is adopted to protect and to promote the public health, safety, comfort, convenience, prosperity, and general welfare of residents and businesses in the City. By law, the Zoning Code must be consistent with the General Plan, including zoning, subdivision regulations, capital improvement programs, specific plans, housing programs, and economic development programs.

West Broadway Urban Village Specific Plan

The West Broadway Urban Village Specific Plan presents a conceptual framework for the future of Seaside's downtown. The "urban village" establishes a node of activity around West Broadway Avenue, including mixed-use, residential development, and a transit hub. The General Plan is consistent with the vision presented in the West Broadway Urban Village Specific Plan.

Campus Town Specific Plan

The Campus Town Specific Plan facilitates the development of a diversity of uses, including single and multifamily dwellings, hotels and hostels, entertainment and retail, and "makerspace" uses. The project also proposes new park and recreational areas and infrastructure to support all these uses. The proposed Specific Plan area, approximately 122 net acre, is within the former Fort Ord Army Base.



West Broadway Urban Village Specific Plan.





chapter two

VISION AND GUIDING PRINCIPLES

This chapter describes the vision laid out by the community for Seaside 2040. The Vision, Guiding Principles, and supporting strategies presented lay the groundwork for the future development of the city. Extensive community engagement shaped the vision and guiding principles.

Vision

Seaside is a vibrant, proudly diverse, energetic, and close-knit community, with extraordinary natural beauty, quality of life and economic opportunities. It is socially just and culturally rich with healthy neighborhoods. People are attracted to the city's character, social diversity, cultural identity, rich history, and abundant natural resources and open space networks. The city is welcoming of all people and strives to be a diverse, peaceful, healthy, and balanced community on the Monterey Peninsula.

Seaside is economically diverse and prosperous with new innovative industries and strong local businesses with a vibrant downtown that attracts residents and visitors to the Peninsula. New development on former Fort Ord lands supports the regional economy, capitalizes on proximity to California State University of Monterey Bay (CSUMB), and provides benefits for all the city's residents. Seaside offers education and training for youth – the next

generation of City leaders – and adults, and support of high-quality job placement opportunities for all residents.

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



Community meeting #4.

Guiding Principles

To achieve the realization of the vision for Seaside, the City will focus on the following principles:

1. An Inclusive City for All

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

2. One City

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

3. A Destination

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

4. A City where Economic Prosperity Is Shared by All

Seaside's diverse economy allows prosperity to be shared by all residents. Residents have access to educational and training opportunities within the Seaside region, through its many higher education and technical institutions, to overcome employment barriers or transition to higher-quality jobs. A highly-trained and skilled workforce helps attract new businesses to the city.



Transportation alternatives at community meeting #4.

5. An Economically Diverse City

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

6. A City that Celebrates and Learns from its History

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

7. A City with a Downtown

West Broadway is the heart of the community, creating a vibrant, walkable downtown with high-quality streetscape design, retail and entertainment, community gathering spaces that are welcoming to all people, and buildings that support pedestrian comfort and safety.

8. A City with Distinct and Complete Neighborhoods

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

9. A City with a Range of Housing Options

Safe and healthy housing options meet the needs for multiple generations and incomes. Seaside provides a variety of housing types to serve a broad and diverse community of new and existing residents, allowing people and families to transition from one housing type to another as their needs change over time, without adversely impacting people's quality of life.

10. A City with Affordable Housing

Seaside preserves and expands the supply of affordable housing opportunities for current and future residents by removing barriers and helping connect people to these new housing opportunities. When sites are redeveloped, there is no net loss of affordable housing. The impacts of displacement for residents during redevelopment are minimized.

11. An Active City

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

12. A City with Supportive Services

Seaside provides multiple City services that support and enhance quality of life of people and families. The City creates and runs programs that are accessible and affordable to all. These programs include supporting childcare and schooling, and police and fire departments.



Small group discussion at community meeting #5.



Interactive exercises from community meeting #2.

13. A Healthy City

Seaside makes decisions to support the physical and mental health of its residents. The City improves access to open spaces and healthy food, limits pollution, and increases access to health care, mental health services, and preventive care services. Resources and services are prioritized in the identified Disadvantaged Communities.

14. A City with a Focus on Active Transportation

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

15. A Safe City

Seaside promotes neighborhoods where everyone feels safe and looks out for each other. The City fosters safe neighborhoods through good community and environmental design that promotes a mix of uses and active, well-maintained streets.

16. A Creative City

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

17. A Sustainable, Resilient City

Seaside supports innovative programs and policies for advancing environmental sustainability and addressing climate change within itself and through regional partnerships. The City uses cleaner energy, promotes alternative transportation, conserves water, and reduces greenhouse gas emissions, such as through electrification, to increase community awareness and resiliency to climate change. These efforts also provide additional co-benefits for the community, including increased public safety, improved air quality, and greater economic stability.

18. An Environmentally-Sensitive City

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

19. A Responsible, Transparent, and Responsive City

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



Community engagement in Seaside.

Major Strategies

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

1. Create a vibrant Downtown Seaside

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

2. Transform Fremont Boulevard into a mixed-use corridor

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

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

3. Enhance the Auto Center for diverse employment

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



West Broadway Urban Village Specific Plan.

4. Preserve established neighborhoods

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

5. Renovate multifamily areas with a greater diversity of housing

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



Example of corridor mixed-use development.

6. Build a Campus Town adjacent to CSUMB

A long-term opportunity exists to capitalize on the adjacency of CSUMB by providing campus-supporting uses for the University student and faculty population and the broader Seaside community. The Campus Town Specific Plan, finalized in early 2020, provides a framework for the development of a new neighborhood with a diversity of land uses, new community parks, and safe and convenient walking and biking paths with easy access to CSUMB. The area is approximately 120 acres and is intended to be developed with up to 1,485 housing units, 250 hotel rooms, 150 square feet of retail, dining and entertainment, and 50,000 square feet of office, flex and makerspace with some light industrial, including opportunities to house start-up ventures that typically spin off from research at the University. These different uses will be connected and surrounded by new parks and recreational areas, and by supporting infrastructure. The development will be done in three phases with an anticipated completion date of 2034.

7. Develop a mixed-use gateway at "Main Gate."

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

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

To draw regional tourism to the city's unique natural and recreational assets, and to maximize the exposure and usage of these areas, there will be visitor-serving uses at identified entrances to Fort Ord Monument and the Dunes State Park (located at the eastern ends of Hilby,

Broadway, Military, Eucalyptus, Gigling, and others). Appropriate uses might include cafes, restaurants, and other food retail, recreational services (bicycle shops, kayaking, etc.), arts and entertainment, and lodging.

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

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

10. Construct new and enhance existing parks

Anticipated population and employment growth in the city will increase demand for new park and recreational facilities. Former Fort Ord lands, including Seaside East, Campus Town, and Main Gate will provide new neighborhood, community, and recreational-commercial areas. Adding innovative green spaces, re-programming

unused spaces for public use, and improving pedestrian and bicycle connections to existing parks and open spaces within existing Seaside neighborhoods can improve park access for residents in the Terrace West, Terrace East, and Olympia neighborhoods, who are living greater than one-half mile walking distance from a park.

11. Create an active trail network

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

12. Preserve habitat

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



New park equipment in Seaside.

13. Create a multimodal network of complete streets

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

14. Construct a complete bicycle network

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

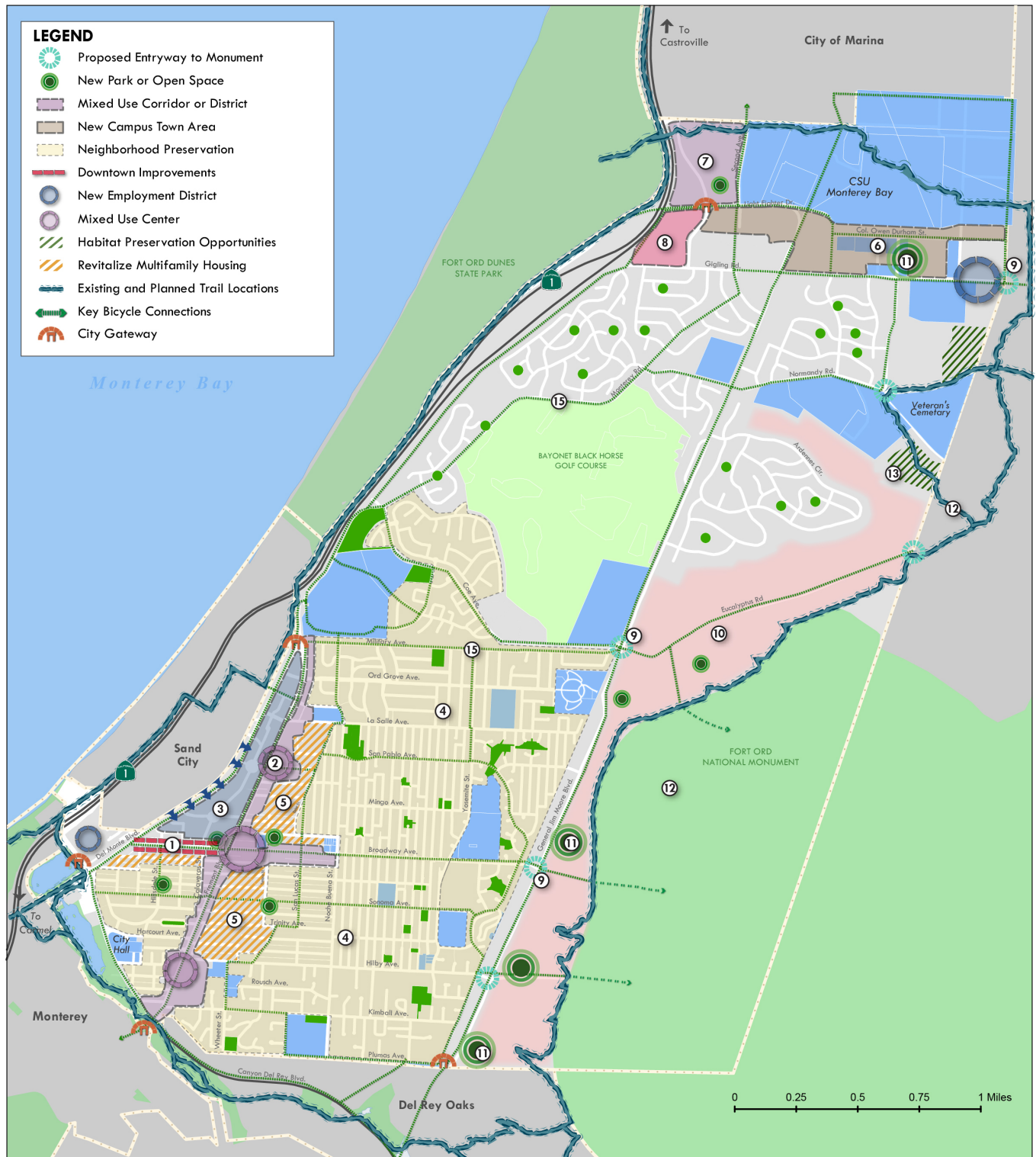
15. Ensure a sustainable water supply to support economic development

Seaside faces significant water supply limitations that may affect existing residents and future growth. Developing a strong framework of policies and practices that encourage sustainable water management is a critical step to strengthen the local (and regional) economy. These actions include: promoting water conservation and efficiency in existing buildings, increasing the city’s recycled water supply, optimizing groundwater recharge, and supporting a portfolio of new water sources under development by Cal-Am, MCWD, MRWPCA and MPWMD. Once this occurs, intensification and redevelopment can occur in areas such as Downtown Seaside and Fremont Boulevard. Several projects are already in place to advance a more sustainable approach to Seaside’s water supply and usage, including water credits for the irrigation of the golf course with recycled water; new Cal-Am wells delivering recycled water to Seaside; the Seaside Basin Ground Water Replenishment Project which proposes purifying recycled water to recharge the city’s basin; and Pure Water Monterey that employs a multi-stage treatment to provide safe drinking water from recycled water.



Oak woodlands on former Fort Ord lands.

Figure 2: Major Strategies



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Have a
Pepsi
Nations Market

Nations Market
• GROCERY •
• DELI •
• BEER •

ONE WAY

enterprise
truck rental





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 to 2040. 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.

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.

The planning area does not contain any land suitable for timber production and does not contain any parcels of real property zoned for timberland production pursuant to the California Timberland Productivity Act of 1982 (Chapter 6.7 (commencing with Government Code Section 51100) of Part 1 of Division 1 of Title 5).

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.

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 developed portion of the city.
- Three primary commercial corridors contain the 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 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 Boulevard 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.
- Areas containing old, deteriorated military structures as well as 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.

Existing Land Use

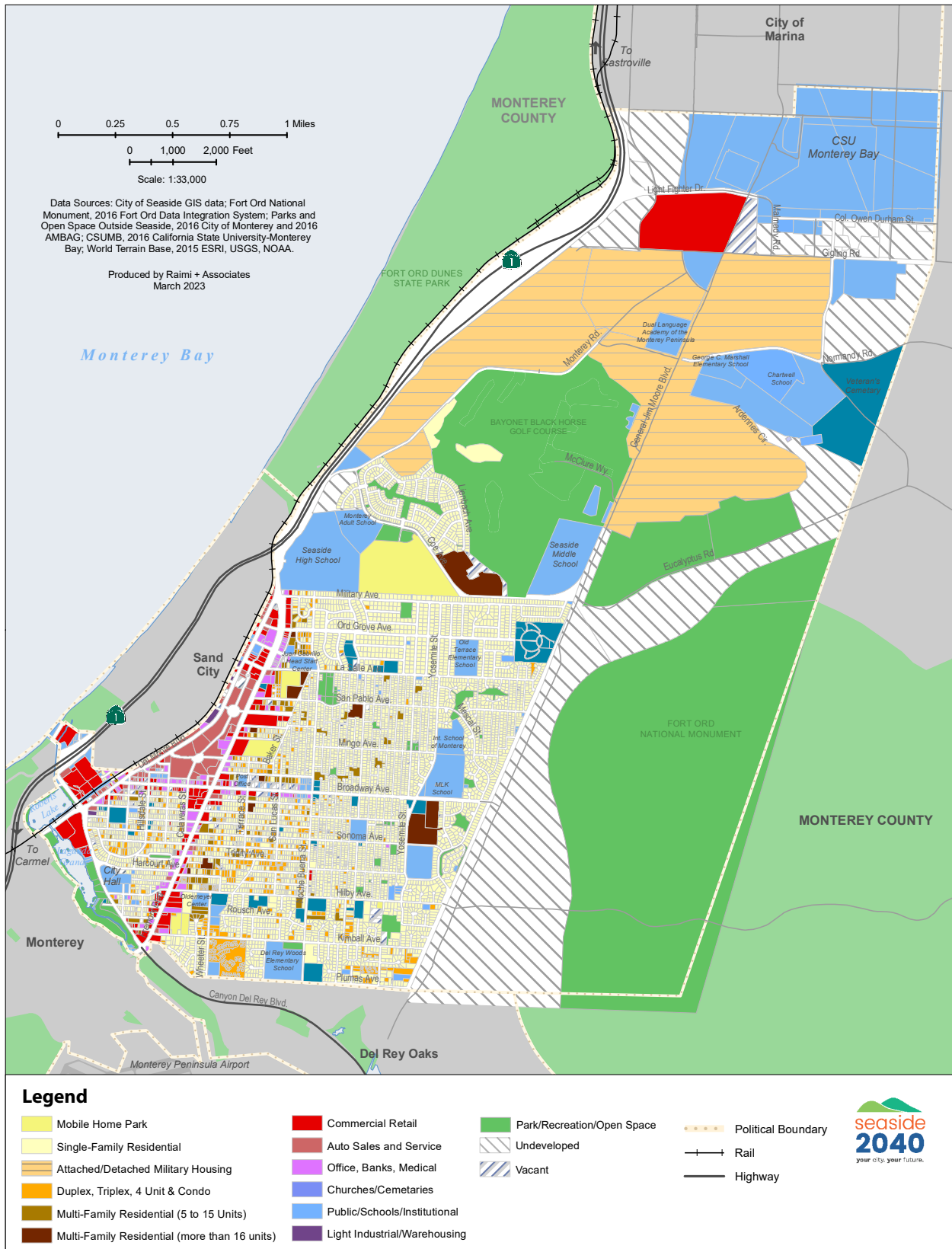
Figure 3 and Table 1 describe the amount and current distribution of land in the City of Seaside. The largest land use category is public lands. This includes parks and open spaces as well as institutional and public facilities. Approximately one-third of the total City land area is occupied by residential uses, the majority of which is single family or duplex housing. 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	1,723	33.1 percent
Manufactured/Mobile Home	68	1.3 percent
Single Family	761	14.6 percent
Military Housing	734	14.1 percent
Duplex/Triplex/Condo/Fourplex	88	1.8 percent
Residential - 5 or more Units	72	1.4 percent
COMMERCIAL/INDUSTRIAL	212	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	2,413	46.4 percent
Institutional or Public Facilities	888	17.1 percent
Parks & Recreation Facilities	1,525	29.3 percent
UNDEVELOPED	852	16.4 percent
Vacant/Nonbuildable	49	0.9 percent
Undeveloped	803	15.4 percent
Total	5,200	100 percent

Source: City of Seaside GIS Data, Note: Table excludes rights-of-way.

Figure 3: Existing Land Use



Residential Uses

Seaside is a 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, cannabis, 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.

Public Uses

Overall, schools are the top institutional use by land area, and the single largest public use in Seaside by area is CSUMB. The university is partially located within the northeastern portion of the city limits, and it offers a variety of undergraduate, graduate, and teaching credential programs. Current enrollment is approximately 7,000 students with over 6,000 full-time equivalent (FTE) employees. CSUMB is projected to increase to over 13,000 students and over 12,000 FTE by 2035, per the 2020 Campus Master Plan.

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



Retail and service uses along West Broadway Avenue.

Urban Form and Pattern

Seaside has a distinctive 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 Boulevard, 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 in 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. Despite this, parcels 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, such as with the Campus Town Specific Plan. 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

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

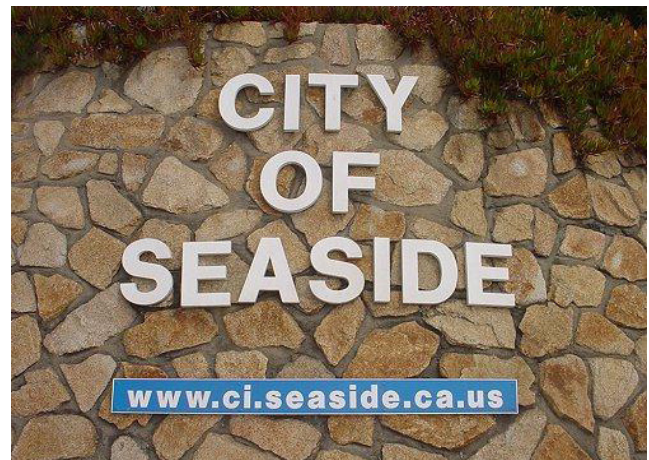
In 2020 California State University – Monterey Bay (CSUMB) released an update to their long-range master plan, a plan to guide growth and development of the campus for the next twenty years. The plan is designed to accommodate 12,700 students (an almost doubling of the current 6,600 students). The vision 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 (7,800 beds) and 65 percent of staff and faculty (approximately 1,220 units). The Plan recognizes the need to work with surrounding jurisdictions to encourage local housing development that also supports off-campus housing.

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 Seaside of varying quality. These gateways are mapped on Figure 4.

- **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 4: Gateways



Land Use Designations

Land use designations indicate the intended use of each parcel of land in Seaside. 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 5 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. 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) commercial and mixed use (e.g. commercial, mixed use, and employment uses), 3) planned development areas, and 4) public and institutional. Residential designations define the predominantly residential areas of Seaside 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 and quasi-public facilities, such as schools, parks, and universities. There is also the potential for housing opportunities within public designations, such as workforce housing for teachers and on church property.

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.

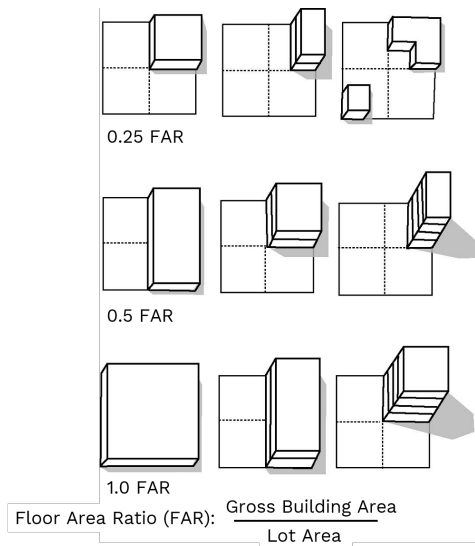
Dwelling Units per Acre- DU/AC

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

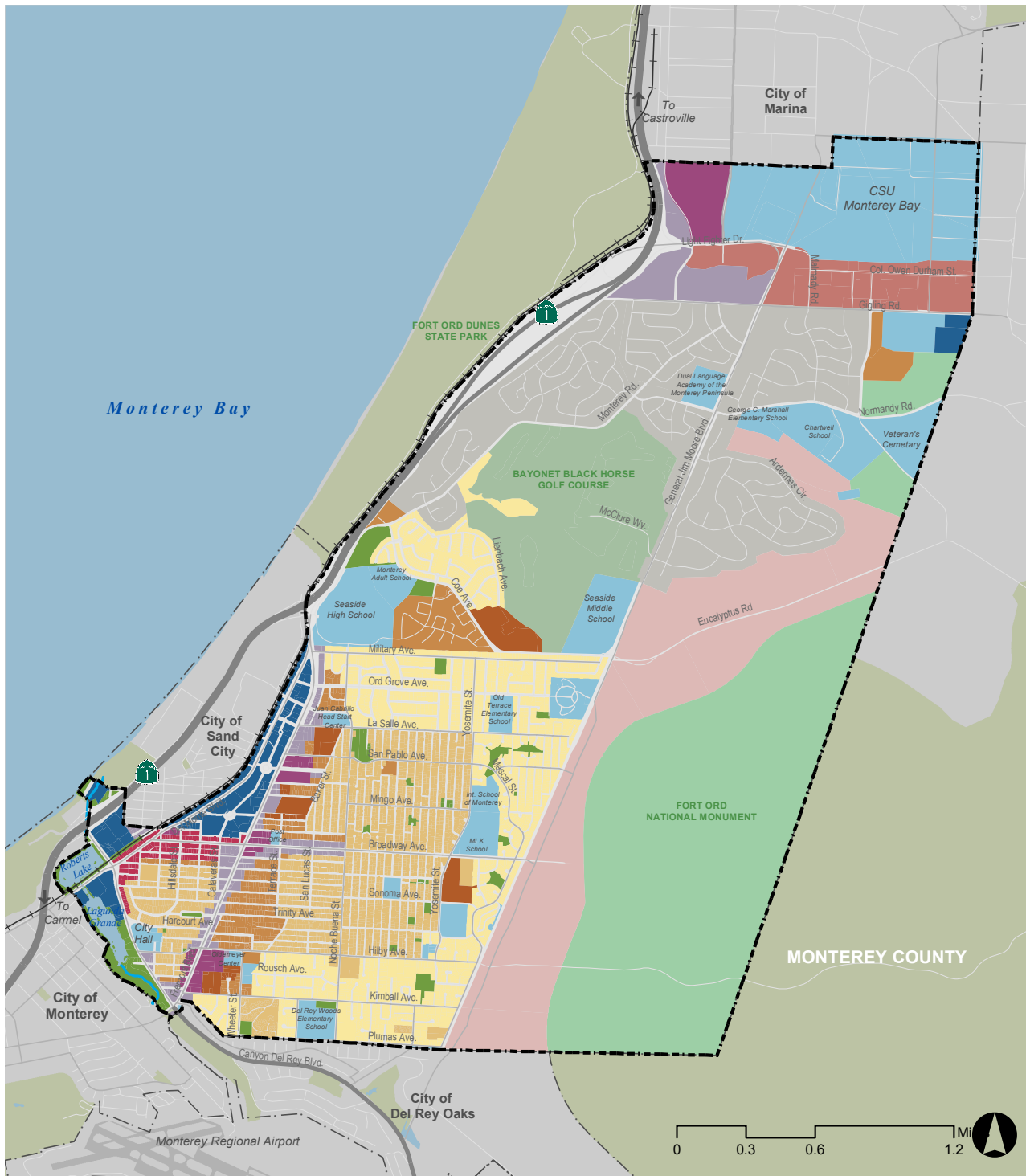
Development intensity, which applies to nonresidential and mixed uses, refers to the extent of development on a parcel of land or lot. Floor area ratio is used in the General Plan as a measure of non-residential or mixed-use development intensity.

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.



These FAR calculations and gross floor area do not consider the square footage of any parking facilities (including but not limited to parking structures, surface parking, or underground parking) or other structures not designed for human occupation. Additionally, "Lot," as used here, may encompass multiple legal parcels which are planned as a cohesive development (e.g. mixed-use with townhomes and commercial development which may require subdivisions into separate legal parcels for financing and separate ownership).















Figure 5: General Plan Designations



City Limits	Neighborhood Low	Mixed-Use High	Public/Institutional
Rail	Neighborhood Medium	Employment	Military
Highway	Neighborhood General	Future Seaside East Specific Plan	Parks and Open Space
Major Road	Neighborhood High	Campus Town Specific Plan	Recreational Commercial
Local Road	Mixed-Use Low	West Broadway Specific Plan	Recreational Open Space
Streams			

Sources: City of Seaside (2022); Fort Ord National Monument (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022), USGS & NOAA (2015).

Table 2: General Plan Designations

Major Classes	Maximum Density / FAR	Land Use Designation and Summary Description	Zoning Correlation
RESIDENTIAL	8 du/ac	 Neighborhood Low (NL). Primarily single-family dwellings, with Accessory Dwelling Units or low-density multifamily housing allowed on some sites.	T3 Neighborhood T3 Neighborhood Corridor
	15 du/ac	 Neighborhood Medium (NM). Wide range of low- and moderate-density residences, including attached and detached single family buildings.	T4 Neighborhood T4 Neighborhood Corridor
	30 du/ac	 Neighborhood General (NG). A range of multi-family housing types ranging from townhomes to multi-family apartments at moderate to high densities.	T4 Low Urban Neighborhood T4 Urban Neighborhood
	45 du/ac	 Neighborhood High (NH). Multifamily residences at a range of densities from townhomes to four-story apartment buildings.	T5 Dense Neighborhood T5 Dense Neighborhood
COMMERCIAL & MIXED USE	2.5 FAR	 Employment (EMP). A range of employment and commercial uses to expand and diversify the City's economy.	SD Employment 1 SD Employment 2 SD Employment 3
	2.5 FAR, including residential dwelling unit floor area. 45 du/ac	 Mixed Use Low (MUL). Low-density mixed-use.	T4-Urban Transition T4-Urban Corridor
	3.0 FAR, including residential dwelling unit floor area. 60 du/ac	 Mixed Use High (MUH). Multi-story mixed-use buildings at a larger scale than MUL.	T5-Urban Core
PLANNED	Regulated by Specific Plan	 West Broadway Urban Village Specific Plan (WBUV). Vision for a well-designed, family-focused and pedestrian-oriented Downtown.	SD-West Broadway Specific Plan
	Regulated by Specific Plan	 Campus Town Specific Plan (CTSP). Vision for a walkable, mixed-use community on former FORA land near the freeway interchange at Lightfighter Avenue and Highway 1.	CTSP-Campus Town Specific Plan
	Regulated by Specific Plan	 Future Seaside East Specific Plan (SP). To establish neighborhood character intensities and uses in Seaside East.	SD Future Specific Plan
PUBLIC	0.01 FAR	 Parks and Open Space (POS). Public recreational uses, including open space.	T2 Public Amenity
	0.005 FAR	 Recreation – Open Space (R-OS). Habitat management, passive recreation, trails/paths, restoration, ecotourism, and environmental educational activities	T1 Natural Open Space
	Established by Developer Agreements	 Recreation – Commercial (R-C). Outdoor recreational facilities, housing and supporting retail/lodging.	T2 Active Recreation
	N/A	 Military (M). Former military housing.	SD Military
	0.4 FAR	 Public/Institutional (PI). Education, city buildings, fire/police stations, & other uses.	SD Public/Institutional

Residential Designations

NL

Neighborhood Low

Provides for the retention, maintenance, and development of existing single-family residential neighborhoods. Allows one unit, plus Accessory Dwelling Units as applicable, as a by-right use per lot. Multifamily housing projects meeting the density limitations of this designation may be considered as well.

Allowed Land Uses

Primary: Residential.

Secondary: Faith-based and fraternal organizations, education/day care, parks/open space, cultural/public assembly, public uses.



Allowed Intensity

8 du/ac (1 unit per parcel, plus accessory dwelling units and duplex per Senate Bill 9 or with a use permit). Up to two stories or 24 feet.

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.

Frontage and Streetscape Character

Primary entrances face the street, and 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 encouraged 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 can be allowed as a conditional use.

Allowed Intensity

Up to 15 du/ac. Up to two stories or 28 feet.

Intended Physical Character

A residential neighborhood 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 dwelling unit(s), some accommodating only one household and others accommodating multiple households.

Frontage and Streetscape Character

Primary entrances face the street, and 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

30 du/ac. Up to three stories or 36 feet.

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.

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 windows from the main rooms of the dwelling overlooking the street, often with balconies.

Parking

Provided in individual or shared 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 generally 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.

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.

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 such as the following:

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

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



Allowed Intensity

2.5 FAR (including residential dwelling unit floor area) / Up to four stories (50 feet). 45 du/ac.

Intended Physical Character

Individual or block form (one or more structures which occupy multiple lots or 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 generally transition if adjacent to existing low-density residential uses.

Frontage and Streetscape Character

In general, buildings are built to the front property line, although buildings with residential ground floors may be provided shallow front yards. Pedestrian-oriented ground floor design is required for new buildings, including 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 should be 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 parking or on-street). Vehicles should access parking by alleys or driveways on side streets.

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 (including residential dwelling unit floor area) / Up to five stories (60 feet). 60 du/ac.

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.

Frontage and Streetscape Character

In general, buildings are built to the front property line, although residential ground floors may be provided with shallow front yards.

Ground floor residential, retail, or other active ground floor uses serving residents or the general public 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 may be used to 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.

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, public uses, and regional retail.

Secondary: Auto sales & service, entertainment.



Allowed Intensity

Ranges up to 2.5 FAR.

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 Recreation-Open Space as defined through future Specific Plan (or similar) planning processes.

Hotels in any location with this designation are allowed up to 4.0 FAR and a number of stories are as may be approved by the City. Auto-oriented uses are allowed up to 0.65 FAR and 36 feet. Stand-alone residential is not permitted, however developments which include mixed uses, can incorporate residential density up to 30 du/acre.

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.

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.

Planned/Existing Specific Plans

WBUV

West Broadway Urban Village Specific Plan

This Specific Plan allows the following population densities and building intensities (1) Mixed Use (MX) designation allowed densities ranging from 30 to 60 dwelling units per gross acre and (Commercial/residential=3.0:1 FAR) and (Commercial/office = 2.5:1 FAR), (2) High Density Residential/Mixed Use (RH/MX) designation allowed densities from 20 to 30 dwelling units per acre and FAR = 2.5:1, (3) Medium Density Residential (RM) designation allowed densities from 10 to 20 dwelling units per acre and FAR = 2.5:1, (4) Parks and Open Space (POS) designation allowed intensities of 0.01:1. This Specific Plan also assumes 2.5 persons per equivalent dwelling unit.



CTSP

Campus Town Specific Plan

The Campus Town Specific Plan, covering approximately 120 acres, is an infill project to replace a dilapidated portion of the former Fort Ord Army Base near the freeway interchange at Lightfighter Avenue and Highway 1. The Specific Plan permits development of 1,485 housing units, 250 hotel rooms, 150,000 square feet of retail dining, and entertainment and 50,000 square feet of office, flex, makerspace and light industrial, as well as park, recreational areas and supporting infrastructure. The Specific Plan regulates residential and commercial density and intensity through the implementation of a series of building types and form-based standards by sub-area within Campus Town. This Specific Plan assumed 3.3 persons per equivalent dwelling unit.



SP

Future Seaside East Specific Plan

Establishes the intent to prepare a Specific Plan for Seaside East to determine neighborhood character intensities. Allowed land uses, intensity and physical character will be defined through a future Specific Plan process. Future plans will include a mixed of Land Use Designations as consistent with the densities defined by the General Plan, including: Employment designation up

to 2.5 FAR, Mixed Use High allows densities up to 60 du/ac or 3.0 FAR, Mixed Use Low allowed densities up to 45 du/ac or 2.5 FAR, Neighborhood High allows 30 to 45 du/ac, Neighborhood General allows 30 du/ac, Neighborhood Medium allows 15 du/ ac, Neighborhood Low allows up to 8 du/ac, Parks and Open Space allows up to 0.01 FAR, Recreation-Open Space allows up to 0.005, Recreation-Commercial allows up to 0.2, and Public/Institutional allows up to 0.4 FAR.

Public

PI Public/Institutional

Reserves areas for public, educational, and institutional uses.

Allowed Land Uses: Schools, faith based and fraternal organizations, cemetery, parks, public utilities, libraries, fire, police, and other government/public uses, in addition to residential.

Allowed Intensity: 0.4 FAR or as determined by Council. Up to 60 du/ac.



POS

Parks and Open Space

Preserves natural resources and provides for public open space.

Allowed Land Uses: Parks and recreational uses, trails/paths, habitat management, amphitheaters, community centers, public uses, and athletic sport centers/community playfields.



R-OS

Allowed Intensity: 0.02 FAR or as determined by Council.

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, public uses, and environmental educational activities.

Allowed Intensity: 0.005 FAR



Public

R-C

Recreation – Commercial

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

Allowed and Conditionally Allowed Land Uses: Golf courses, equestrian centers, public swimming pools, tennis clubs, sports fields, public uses, and lodging units, housing and retail uses that are integrated with the recreational activity.

Allowed Intensity: Established through developer agreements.



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, public uses, 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 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.
 - Ensuring public improvements are consistently made to existing and new neighborhoods to establish sufficient maintenance, capacity, and reliability.
 - Creating mixed-use corridors along East Broadway Avenue, Fremont Boulevard, Lightfighter Drive, and Del Monte Boulevard that contain a mix of retail, service, office, and residential uses. Corridors have defined nodes that provide a mix of local and regional serving uses.
- Retaining the auto center area as a critical economic engine for the City, recognizing that are undergoing a market driven evolution.
- Development of the Campus Town Specific Plan area 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.
- Development of the Main Gate Specific Plan area into a mixed-use center with retail, residential, institutional, public, 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 access to regional destinations.
- Develop a new City Hall and other city facilities including a broad mix of cultural, arts, and institutional uses, including the construction of a new library.

- **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.
- **Walkable neighborhoods.** Enhance existing neighborhoods with walkable streets, a diverse mix of housing types, and neighborhood services (such as stores, recreational facilities, and childcare) within walking distance.
- **Gateways.** Celebrate the gateways to Seaside, Downtown Seaside, the National Monument, and

other prominent destinations by enhancing them with the work of local artists.

- **Recycled water.** Locate initial new development where there are opportunities for recycled water supply to be utilized.
- **Regional collaboration.** Continue to participate in regional planning efforts, such as the Regional Transportation Plan, Sustainable Communities Strategy, and Air Quality Management Plan to ensure consistency with local planning.

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

Intent: To ameliorate the jobs-housing imbalance by supporting the retention and expansion of existing businesses and attracting new businesses in the community, especially those offering high-quality/skilled 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.
- **Emerging industries.** Support a diverse mix of light industrial, information, makerspace, boutique food/wine/ beer processing, cannabis, local food, 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 and employment base.
- **Non-polluting industries.** Promote development of non-polluting industries that are not major sources of air, water pollution, or greenhouse emissions.
- **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, allow flexibility (e.g. scheduling, hours of operation, childcare), and meet people's desire to live and work in close proximity.
- **Home businesses.** Support home businesses that are compatible with residential neighborhoods and create jobs and opportunities for entrepreneurship.

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, lodging, 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.
- **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 in concert with (not in lieu of) the City's application of the State Density Bonus. Community benefits include, but are not limited to: additional publicly accessible open spaces, streetscape enhancements beyond minimum requirements, affordable housing, improvements to an existing nearby park space, and community space within the project.

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

Intent: To support, retain, and grow existing local businesses, especially those fulfilling day-to-day resident needs and/or 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. Work with the water districts ensure an adequate supply of water.
- **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.
- **City policies.** Ensure city policies support the unique needs of small businesses.
- **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 diverse shopping opportunities.
- **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 National Monument and the Fort Ord Dunes State Park. Appropriate amenities might include:
 - Cafes, restaurants, and other food retail
 - Recreational services (bicycle shops, kayaking, bicycle manufacturing, 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 National Monument and the Fort Ord 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.
- **Businesses that support natural resources management.** Encourage businesses that support the management of resource lands to co-locate on former Fort Ord lands.
- **Reduced fee recreational passes.** Work with the Fort Ord National Monument, Fort Ord Dunes State Park, and other parks to publicize reduced fee programs and days to Seaside residents.



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 Gallery.** Promote the shows in Avery Gallery as the leading City gallery in Central California.
- **Alliance building.** Strengthen alliances between cultural and arts organizations, economic development, business recruitment, and tourism to promote creative resources and industries.
- **Art in schools.** Support Art in the Schools.
- **Art partnerships.** Embrace a leadership role in facilitating public art and public art partnerships among City departments, private developers, arts and cultural organizations, schools and community members.



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.
- **Equitable development.** Develop land use strategies that promote a healthy, vibrant, and inclusive community. Ensure that all members of the community can participate in and benefit from land decisions in their communities.



Seaside General Plan Community Workshop

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.
- **Bicycle parking.** Provide safe and accessible bicycle parking that enhances the streetscape and is designed to meet the needs of employees, visitors, and shoppers.
- **Pedestrian-supportive building design.** Require new and substantially rehabilitated/renovated 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.

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 façades.
- **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 East Seaside, 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.** Design all new streets to be ADA compliant and meet NACTO standards for sidewalks, street trees and planting strips, and pedestrian-oriented lighting.
- **Landscaping and urban forest.** Plant new drought-tolerant street trees and high-quality landscaping where it is currently lacking.
- **Pedestrian amenities.** Use high-quality and attractive pedestrian amenities, including planters, bicycle racks, bus shelters, benches, trash cans, and other similar amenities in commercial areas.
- **Street lighting.** Ensure street lighting is pedestrian-oriented, attractively-designed, and provides for night-time 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, open space, schools, neighborhood centers, and neighborhood gathering spaces.



Example of a pedestrian-oriented street.



Example of a multimodal street with buffered bicycle lanes.

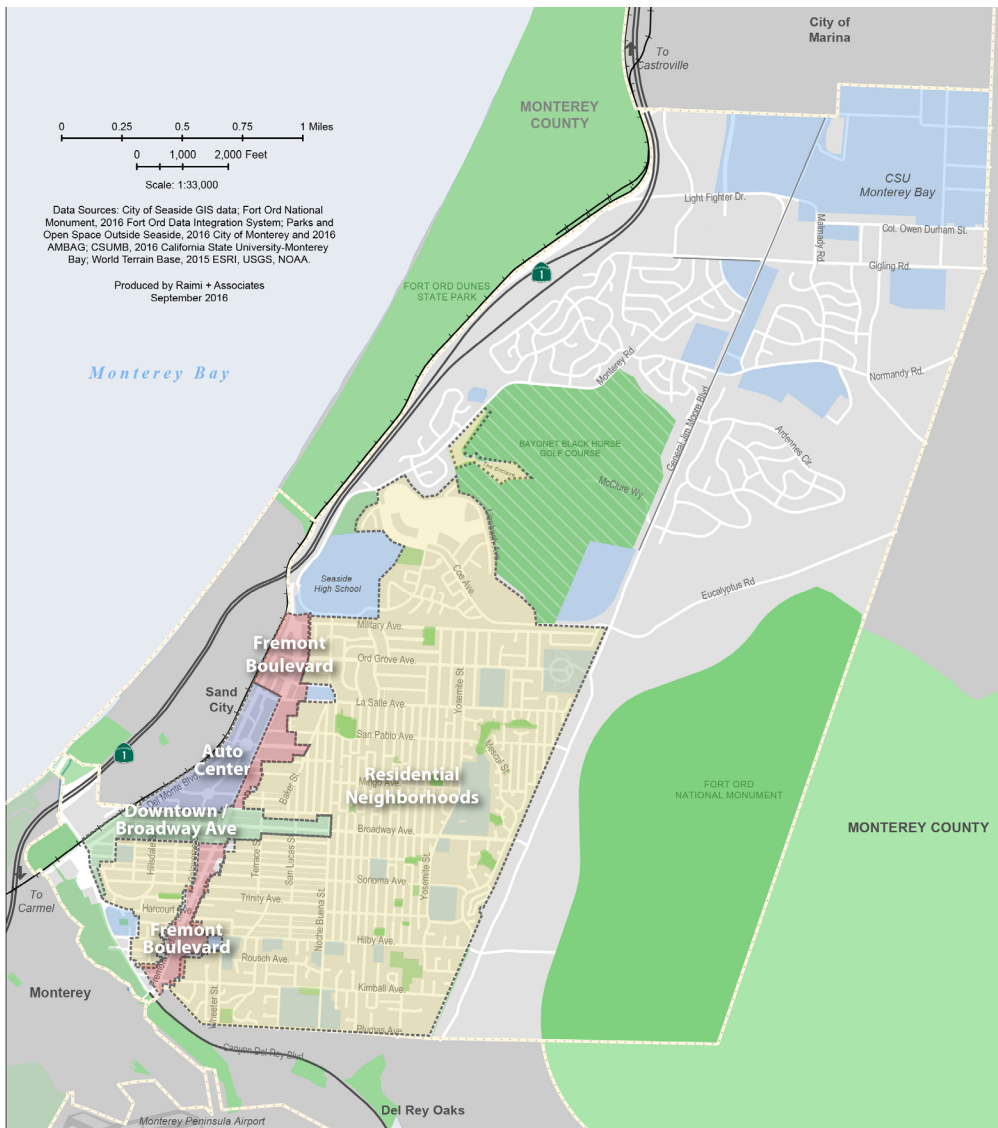
Existing Seaside Neighborhood Goals and Policies

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 6: 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.** Enforce the City’s short-term rental ordinance.
- **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.

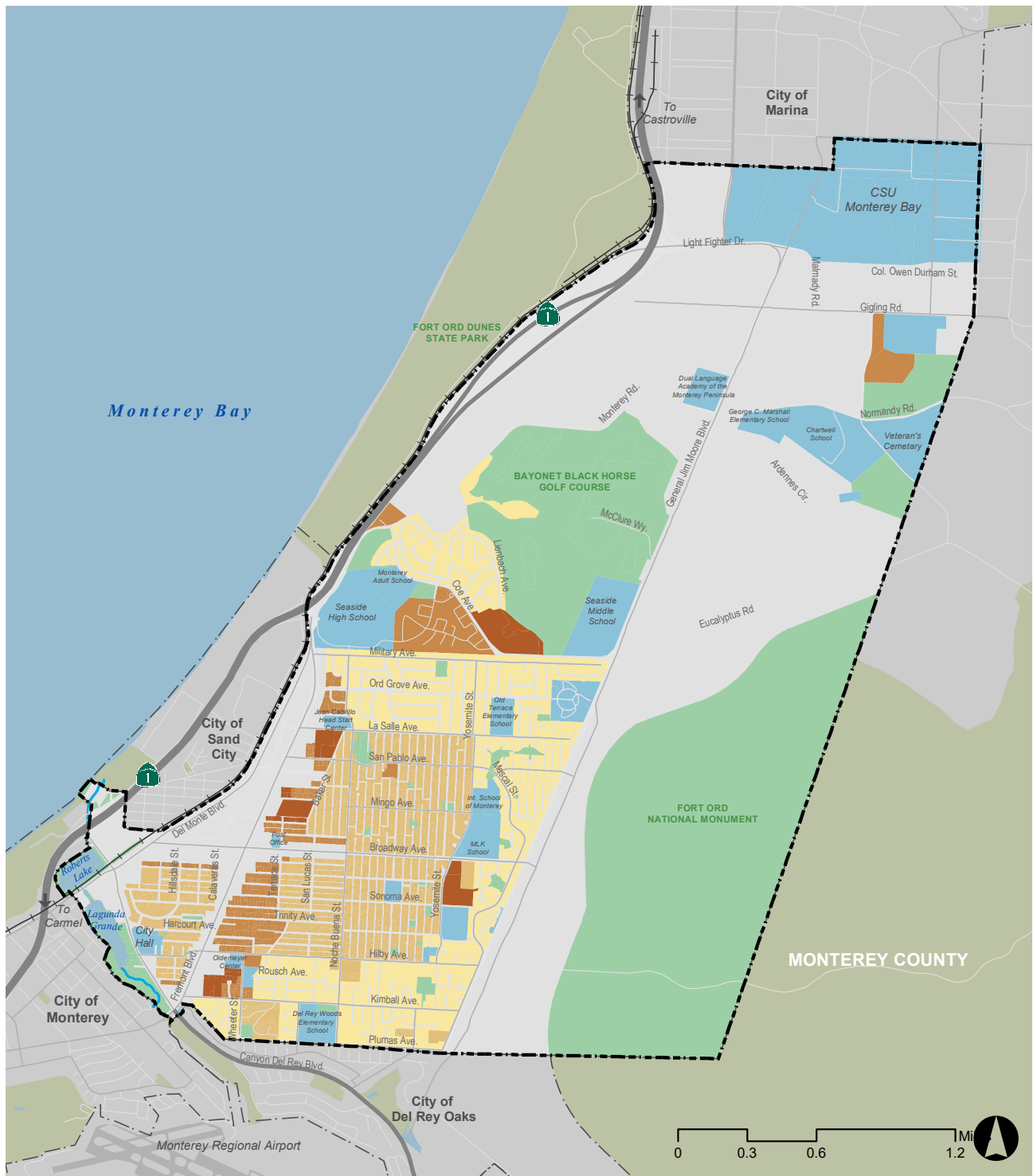
Goal LUD-12: Preserve and improve the quality, diversity, and affordability of existing single-family neighborhoods.

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 to dwellings.
- **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 1,200 square feet, unless smaller lots are approved by the City Council.
- **Accessory Dwelling Units.** Permit accessory dwelling units and second primary units (e.g., duplexes) on single-family lots in accordance with State law.
- **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 fencing and the front facades of homes and encourage the use of drought-tolerant landscaping.
- **Church reinvestment.** Allow churches to add housing on a portion of their site. Encourage multi-family affordable rental housing.

Figure 7: Existing Residential Neighborhoods



- Neighborhood Low
- Neighborhood Medium
- Neighborhood General
- Neighborhood High

- Public/Institutional
- Parks and Open Space
- Highway
- Rail
- Major Road



Sources: City of Seaside (2022); Fort Ord National Monument (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022), USGS & NOAA (2015).

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 residential areas of the city and on public / institutional sites to expand the amount and diversity of housing.
- **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.



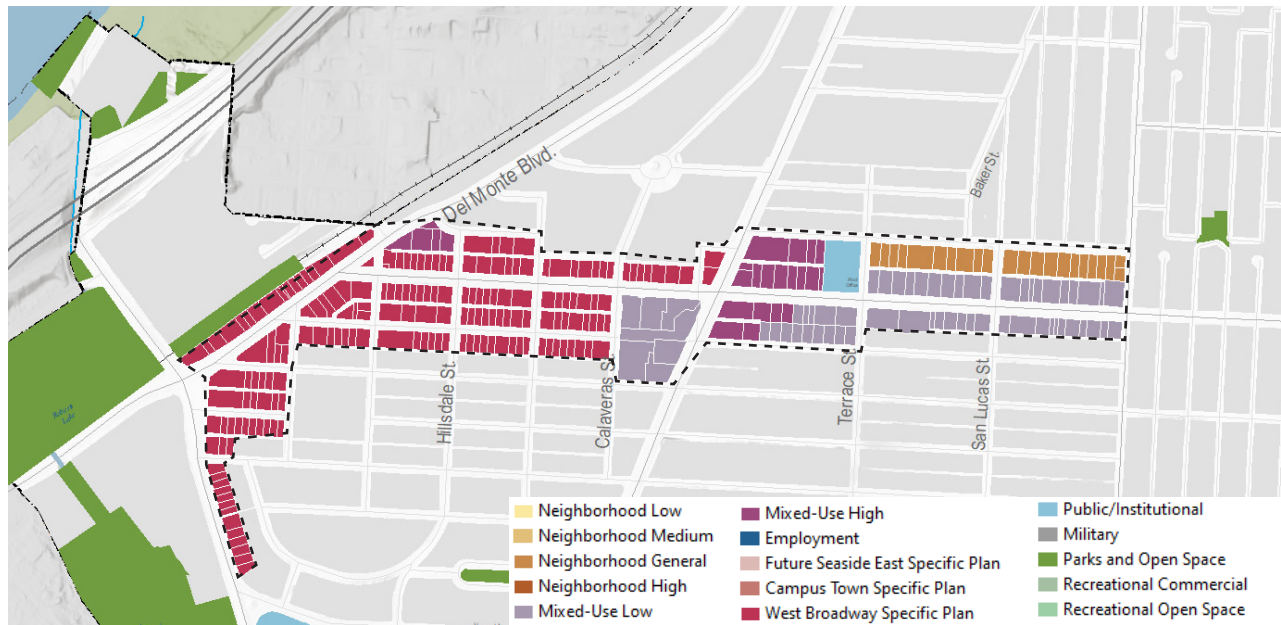
Example of possible multifamily infill housing in Seaside.



Downtown / Broadway Avenue

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

Figure 8: 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.

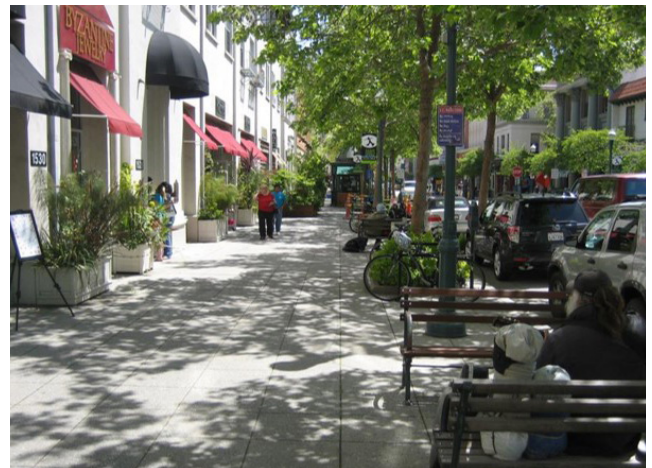
Policies:

- **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.
 - 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. Allow the opportunity for Community Land Trusts to own underutilized public properties,

- **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. Paths should increase connections to other parts of the city and allow pedestrians and bicyclist to move between locations safely.



Examples of active retail ground floors.



Fremont Boulevard

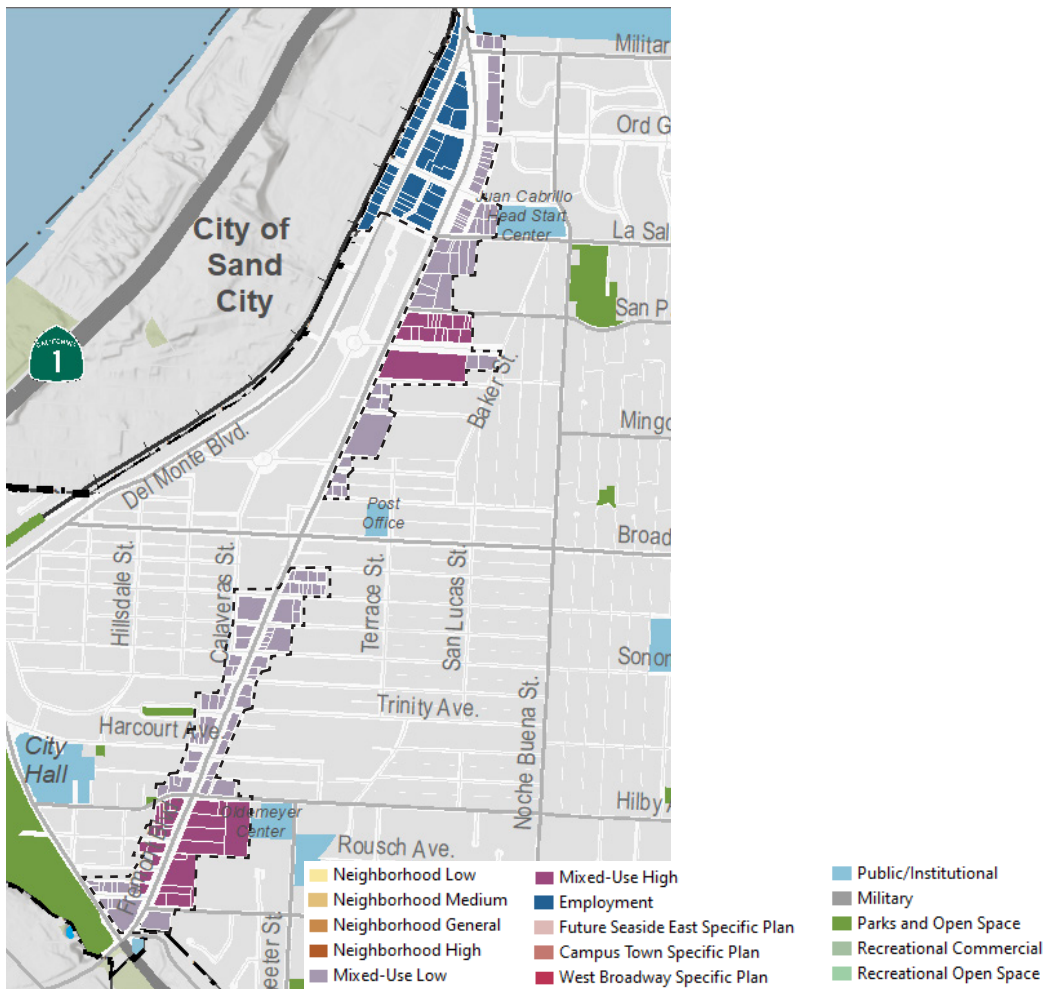
Goal LUD-15: Transform Fremont Boulevard into a distinct, visually-consistent, mixed-use commercial boulevard with neighborhood and regionally-serving centers.

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. Consider future Monterey-Salinas Transit plans for Fremont Boulevard to increase regional connections.
- 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.

Figure 9: Fremont Corridor



- **Development intensity.** Focus the highest development intensity within the mixed-use centers.
- **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 Boulevard 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 Boulevard. 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 can remain as permitted uses and can expand if developed according to the Mixed Use designations as described by the land use designations.



Examples of possible corridor infill development in Seaside.

Goal LUD-16: Maintain the auto center as a critical economic engine for Seaside 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.** Retain existing automobile dealerships and services as permitted uses and allow expansion if developed according to the Employment designation. 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 rehabilitation and adaptive reuse of garage and auto-related buildings to preserve a link to the area's past.
- **New development.** In accordance with automobile technological advances, 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 10: Seaside Auto Center

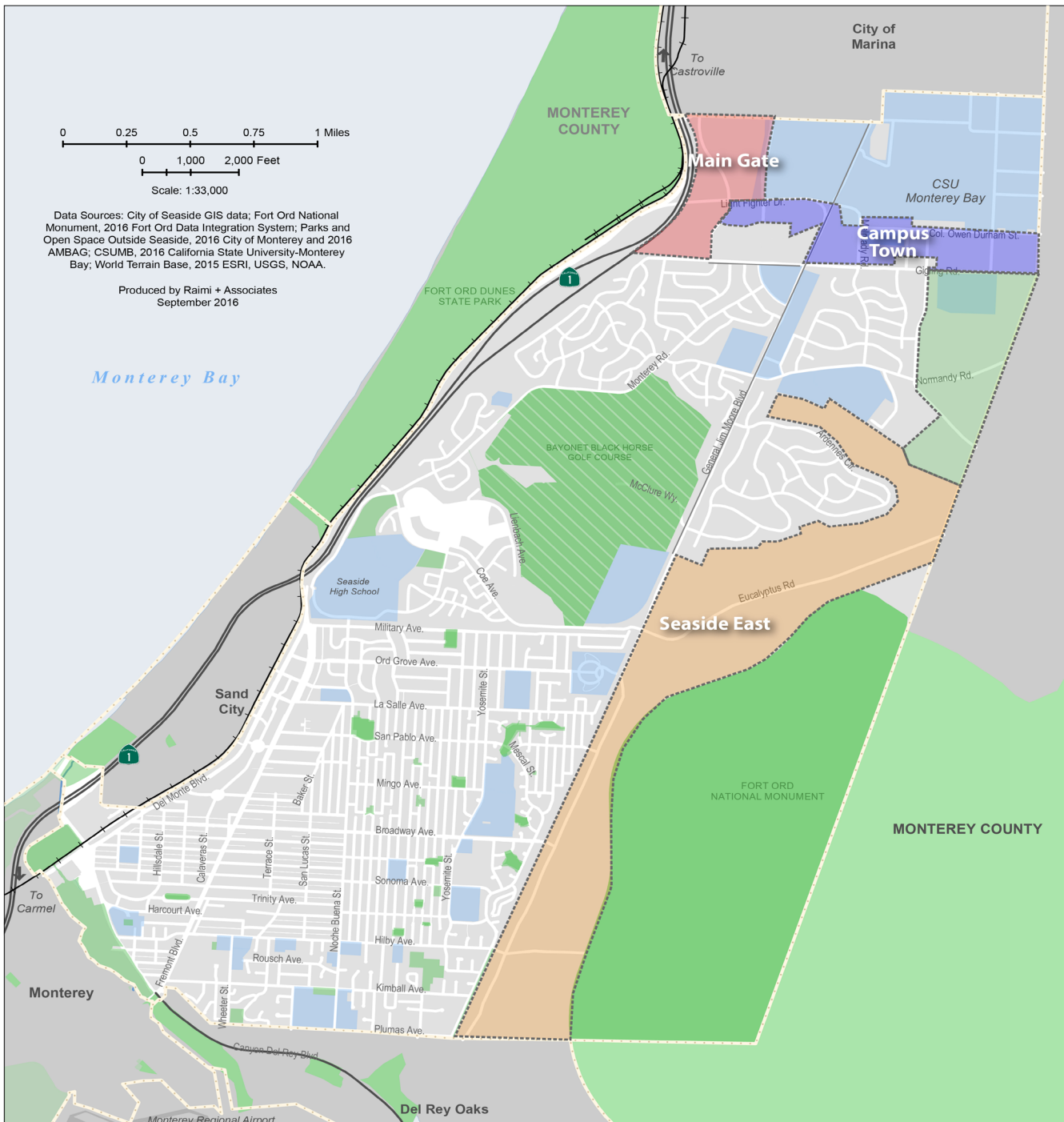


- **Walkable blocks.** Add new street connections to create walkable blocks to improve pedestrian safety and access.
- **Makerspaces.** Seek out partnerships with innovative companies and encourage the development of “makerspaces.”
- **Consolidated ownership.** Promote future efforts to consolidate ownership 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 11: 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:

- **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 / fuel break between new development and habitat areas.
- **Regional efforts.** Participate in regional programs and in partnerships with land trusts and conservancies to seek funding to preserve, maintain, and acquire open space as opportunities allow.
- **New parks.** Require or incentivize development of parks and open space within individual districts and neighborhoods. Require developers to establish mechanisms, such as Community Facilities Districts or impact fees to adequately develop and maintain new parks and recreation facilities.
- **Minimum on-site 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.
- **Park and open space plans.** During the creation of specific plans, master plans, or other similar area planning processes, create a park and open space plan that shows the location and extent of future parks, open space, and recreation-open space areas. Develop a comprehensive and connected network of trails and non-auto circulation that improve access to parks, open space, and other community spaces.
- **Trail network implementation.** Work with project applicants to dedicate land or pay in lieu fees for trails that connect to parks and open space, FORTAG, or other regional bicycle and pedestrian connections.

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.
- **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, natural areas, and similar uses.
- **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 or impact fees, to adequately develop and maintain new parks and recreation facilities,
- **Expanded mobility.** Ensure new development supports non-automobile mobility by providing safe, comfortable, and convenient well-connected pathways for pedestrians and bicyclists and waiting areas for transit.
- **Protect habitat.** Identify and avoid sensitive habitats during the neighborhood design phase.
- **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.
- **Card rooms and casinos.** Prohibit card rooms or casinos land uses on former Fort Ord lands.
- **Links to CSUMB.** Create strong physical linkages from villages in the Campus Town and Main Gate areas to CSUMB.



Example of neighborhood-serving amenities.

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. Ensure consistency with the former FORA Regional Urban design guidelines emphasizing:
 - **Connections.** Ensure signage provides guidance for seamless connections to centers of activity, public open spaces, and educational institutions, locations of interest, transit facilities, and trails.
 - **Coordinated.** Coordinate wayfinding sign design to incorporate regional wayfinding standards and allow for unique jurisdiction and community identity.
 - **Consistent.** Ensure wayfinding signage is consistent with Monterey County Bicycle and Pedestrian Wayfinding Signage Design standards. When applicable use internationally standardized imagery.
 - **Legible.** Ensure wayfinding signage is clear and readable to the intended audience (i.e. pedestrians, cyclists, equestrians and motorists).
 - **Safety.** Ensure signage is safely located.
- **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 and redevelopment projects 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 will 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.
- **On-site stormwater infiltration.** Require on-site stormwater collection and infiltration according to C3 requirements.
- **Erosion control.** For all development in former Fort Ord, require the implementation of adequate erosion control measures on lands with a prevailing slope above 30% consistent with the City's Municipal Code Erosion and Sediment Control Design Standards.
- **Habitat protection area.** Establish a habitat protection area, including criteria for defining the area, during the creation of a specific plan for Seaside East.

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.** Provide incentives to encourage new development to be more water and energy efficient and use fewer natural resource to increase long-term neighborhood resilience.
- **Seismic setbacks.** Reduce the impact of future seismic hazards by incorporating seismic setback standards for new development into the zoning code. The City may designate these setback areas as open space.



Example of native landscaping and bioswales.

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. Provide distinctive signage and gateway elements at entryways.
- **New infrastructure.** Plan for significant improvements to existing infrastructure in the area, including the development of an active transportation and transit plan.
- **FORTAG trail.** Support implementation of the FORTAG regional trail. Coordinate with FORTAG about trail design and connectivity, including opportunities for:
 - Art installation
 - Nature and historic interpretation
 - Outdoor classrooms
 - Birding
 - Native plant appreciation
 - Commercial uses including cafes, bike shops, and visitor centers
 - Senior mobility
 - Safe “Just Run” routes, “ParkRun”, and other commercial and charity fun runs.
- **Habitat preservation.** Working with CSUMB and City of Marina to minimize the impacts of land uses at the western entrance of the CSUMB campus, 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 conceptual quantities specified in Table 3. Additional analysis will be completed with any future specific plan in the area:
 - 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, public facilities, and a Civic Campus 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: Conceptual Land Use Mix in Seaside East

Land Use Designation	Acres	Percentage	Range
Neighborhood Low	95 (min)	15 percent	15 – 20 percent
Neighborhood Medium	95 (min)	15 percent	15 – 20 percent
Mixed Use Low	45 (min)	7 percent	7 – 10 percent
Employment	100	16 percent	15 – 25 percent
Public/ Institutional	30	5 percent	Min 3 percent
Recreation Commercial	60	9 percent	8 – 15 percent
Parks and Open Space	60	9 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 Seaside’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.
- **Campus Town Specific Plan.** Implement the Campus Town Specific Plan to establish a coordinated, mixed-use area that supports higher-density housing, shopping, services, jobs, offices, and open space.
- **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, institutional/public, and entertainment.

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. Reinforce the natural landscape setting consistent with the local site character.
- **High-quality parking.** Require structured and surface parking facilities to have adequate landscaping, emphasizing native species and drought-tolerant plants.
- **Sustainable development.** Require high levels of sustainability from 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.



SAMUEL
ADAMS

Coke

Coca-Cola

Red Lobster

2005-2006
SCOTT
MOTORS
SCOTT MOTORS



chapter four

ECONOMIC DEVELOPMENT

Economic development is a critical component of a community's well-being and prosperity, and foundational in setting strategies to meet a broad range of objectives, including business growth and investment, job creation and retention, supporting a diversity of employment opportunities, and fiscal stability. As such, the Economic Development Element of the Seaside 2040 General Plan is fundamentally tied to all other General Plan Elements. The other Elements of the General Plan establish policies that influence economic development and, in turn, economic forces influence the feasibility and performance in those Elements. This is reflected by the City's view that all Departments, staff members, and regional partners contribute to Economic Development in Seaside.

Seaside's economy has had an emphasis on tourism and visitor-serving businesses, all heavily impacted by the COVID-19 Pandemic. However, three major factors put Seaside in a very unique and advantageous position for future-oriented and sustainable economic development:

- 1. Increasing resident educational attainment levels and participation in leading high-tech industries;*
- 2. Proximity to one of the largest concentrations of higher learning and research institutions, post-secondary schools, labs and institutes in the world; and*
- 3. Proximity to the nation's most powerful concentration of ag-tech, applied robotics, and advanced engineering businesses (including Silicon Valley).*

Seaside is in a strategic position to drive economic development through attracting and retaining spinoff businesses from university and research programs, as well as startups and regional “tech” businesses looking to expand, due to:

Relative affordability in home prices and rents compared to the region, and

Robust existing clusters in the Seaside region, which make it more attractive and efficient for new and expanding businesses to tap into key inputs such as a prepared workforce, distribution networks (movement of goods), access to raw materials, services, and warehousing. There are also latent efficiencies that can be realized about 84% of Seaside’s residents commute out of Seaside for work with an average total commute time of 44 minutes daily.¹⁰

This chapter covers the following topics: market conditions and trends, targeted industries, city revenue and expenditures, regional employment and workforce trends and industry cluster patterns. It also includes relevant goals and policies.

Figure 12: Economics and Planning



Source: LWC

Statutory Requirements

The Economic Development Element is not among the seven elements mandated by California State Law. However, this Element is consistent with Section 65303 of the State of California Government Code that allows jurisdictions to adopt additional elements that relate to physical development.

Setting the Scene

Economic development is fundamentally tied to all other topics in the General Plan. Other topics influence economic development as illustrated in Figure 12. The interrelatedness of these elements is also evidenced in the California Planning Roundtable¹¹ conclusions on California’s economic future and the State’s ability to:

- Reduce greenhouse gas emissions;
- Improve fiscal efficiency for public services;
- Provide affordable workforce housing closer to jobs;
- Improve public health with multimodal street design that encourages cycling and walking as safe, comfortable, and viable modes of transportation; and
- Attract and retain workforce talent and businesses.

The City of Seaside is in a unique economic position, largely due to its setting along Monterey Bay, which draws visitors from around the world. Seaside is the home of the Fort Ord National Monument, the Seaside region hosts a diversity of educational institutions, including California State University Monterey Bay, Monterey College of Law, and technical and medical schools, as well as nearby Monterey Peninsula College Police and Fire Academy; unique resources that represent opportunities in a well-prepared workforce and leadership in technological and thought innovation. It also boasts a comprehensive set of social services including being in close proximity to the Community Hospital of the Monterey Peninsula. All these institutions, businesses, and services are surrounded by a rugged coastline and acres of intact natural habitat. By

capitalizing on these resources, Seaside is positioned to strengthen and expand existing business clusters and attract new industries and businesses that will provide diverse, long-term revenues, and expand a diversity of

Industry Cluster Patterns

Clustering is the phenomenon whereby firms from the same industry gather together in close proximity. By sticking together, firms are able to leverage workforce expertise, supply chains, transportation, and information networks. Industry clustering may also provide a means for smaller companies to achieve economies of scale usually reserved for larger firms.

Many businesses in Seaside are currently leveraging these advantages, and clustering is a key approach in targeting and attracting appropriate industries for growth. While the highest concentration of industry in the Seaside region is in “Arts, Entertainment, and Recreation, and Accommodation, and Food Services,” reflecting the strong tourism economy, it is closely followed by “Information” (e.g., data processing, telecommunications, software publishing and support services). Industries presented in Table 4 demonstrate potential opportunities for Seaside to capitalize on industry clusters that generally support higher-wage jobs than those in the service industry.

Seaside’s strong tourism economy relies on natural beauty, such as the Fort Ord National Monument and Fort Ord Dunes State Park. Seaside has an enormous opportunity to capitalize on these resources and foster growth in the eco-tourism and outdoor recreation industries, once removal of unexploded ordnance has been completed. Targeted businesses could include visitor serving amenities that complement activities like mountain biking, hiking, kayaking, wildlife viewing, parasailing, and others.

Although tourism and related industries represent the strongest industry cluster, several other concentrated industries, specifically “Information” and “Professional, Scientific, and Management (e.g., software design, engineering, legal services)” present opportunities to bolster existing businesses and draw new businesses that bring diverse, higher-paying jobs to Seaside. Seaside can strengthen these clusters by leveraging popular academic programs at nearby universities and the massive concentration of technology-oriented businesses in nearby Silicon Valley.

REGIONAL TARGET INDUSTRY CLUSTERS

The greatest economic development opportunities in Seaside currently stem from collaborative opportunities and proximity with the educational and research institutions and the regional spinoff and startup businesses in cutting edge industries such as agriculture technology, applied robotics, alternative energy, advanced manufacturing, scientific research, and telecommunications. The Regional Target Industry Clusters map (Figure 13) illustrates just how close and how many businesses there are surrounding Seaside, from Silicon Valley (approx. 80 miles) to Monterey (7 miles). Seaside is in an excellent position to attract and retain businesses in these industries as it is geographically close and connected, has a workforce with a growing capacity and affordable rents and property values.

Table 4: Seaside Region Industry Cluster Patterns¹²

Industry	Total Employment	% of Total	Regional Concentration (Location Quotient*)
Arts, entertainment, and recreation, and accommodation, and food services	15,743	13%	1.15
Information	1,665	1%	1.12
Transportation and warehousing, and utilities	5,049	4%	1.05
Educational services, and health care and social assistance	26,175	21%	1.03
Professional, scientific, and management, and administrative and waste management services	12,608	10%	1.03
Retail trade	13,107	10%	1.03
Other services, except public administration	5,708	5%	1.03

Source/Notes: U.S. Census 2020 5-Year American Community Survey, Table S2405: Industry By Occupation For The Civilian Employed Population 16 Years And Over.

* The percentages were calculated based on the total employment (n=124,952) in the Seaside region, which includes industries beyond those highlighted here.

* Location Quotient (LQ) is a metric used to quantify how concentrated a particular industry, cluster, or occupation is in an area as compared to a larger region. The industries listed with LQ values above 1.0 present a greater concentration of jobs relative to Monterey County.

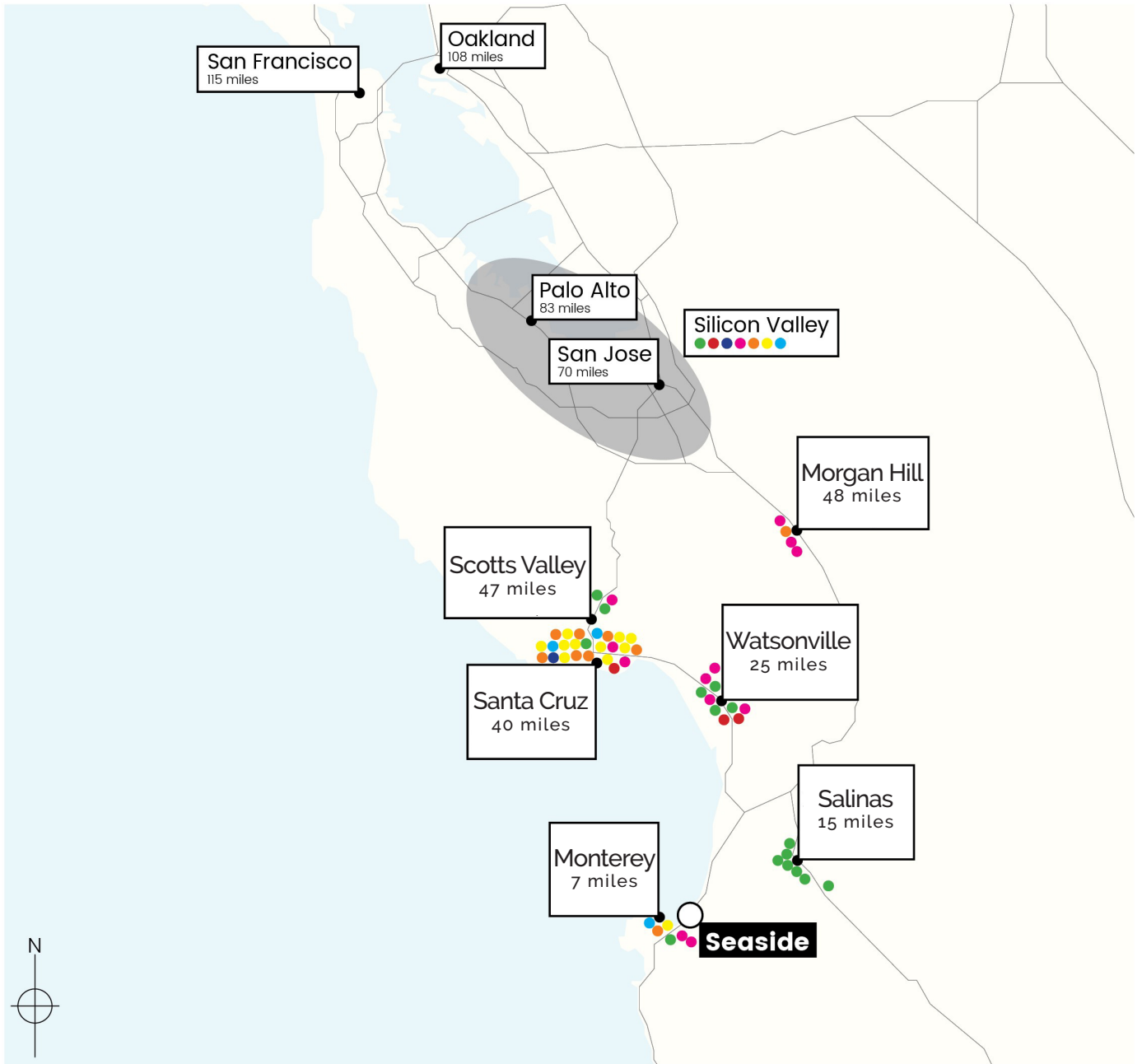
Regional Educational Institutions, Programs and Targeted Industries

The Monterey Bay region boasts one of the highest concentrations of higher education institutions in the world, ranging from four-year universities, community colleges, law schools, and public policy institutes, in addition to wildlife and marine research labs such as the NOAA National Marine Sanctuary and Moss Landing Marine Laboratories. These institutions offer courses in applied robotics, advanced engineering, computer science, environmental and foreign policy, business administration, military technology, law, biological and marine sciences, and education. This concentration and diversity of educational facilities offers an attractive potential for “Town-Gown” partnerships which leverage

the City’s resources and needs and the goods, services and needs of local educational institutions (diversity of the potential workforce and customer base from entering students to PhDs and university staff). The retention and attraction of college graduates as Seaside residents presents an opportunity to expand employment “ladder” opportunities and should be analyzed in the context of “target” industries.

Table 5 lists key institutions in the immediate Monterey Bay region that specialize in fields with strong potential for future growth and offer the skills required for higher-wage and/or social beneficial employment opportunities.

Figure 13: Regional Target Industry Clusters



Key

- Agriculture Tech
- Applied Robotics
- Alternative Energy
- Advanced Manufacturing
- Scientific Research & Development Services
- Computer Hardware, Software, & Data Services
- Telecommunications

*Mileage is distance from Seaside
 *Precise business locations are not shown
 *Businesses listed are examples within identified industries

Table 5: Monterey Bay Region Universities, Community Colleges, and Institutes

Monterey Bay Universities/ Institutes	Sample Undergraduate (Bachelors, Associates or Certificate) Programs	Sample Graduate Programs
California State University Monterey Bay	Business Administration	Business Administration
	Psychology	Social Work
	Kinesiology	Education
	Biology	Instructional Science and Technology
UC Santa Cruz	Social Sciences	Engineering
	Physical and Bio Sciences	Physical and Bio Sciences
	Engineering	Social Sciences
	Humanities	Humanities
Monterey College of Law	Doctor of Jurisprudence (J.D.) degree program	
	Master of Legal Studies (M.L.S.) program (including joint M.L.S./J.D)	
	Advanced legal education program for practicing attorneys (LL.M)	
Middlebury Institute of International Studies	International Policy and Development	
	MPA in Social Change	
	International Education Management	
	International Environmental Policy	
	International Trade and Economic Diplomacy	
	Nonproliferation and Terrorism Studies	
	Teaching Foreign Language	
	Translation and Interpretation	
	TESOL	
	Translation and Localization Management	
Naval Postgraduate School	Engineering and Applied Sciences	
	Operational and Information Sciences	
	Computer Science	
	Physics	
Defense Language Institute	Range of foreign language programs for military personnel	
	Associate of Arts Degree in foreign languages for civilians	
The Panetta Institute of Public Policy	Range of educational programs in foreign and domestic policy (no degree programs offered)	
Hartnell College	Computer Science and Information Systems	
	Computer Science	
	Sociology	
	Manufacturing Technology	
	Agriculture Business and Science	
Cabrillo College	Business, Accounting, and Finance	
	Computer Science	
	Engineering	
	Physical and Bio Sciences	
	Health Sciences	
	Communication Studies	
Monterey Peninsula College	Computer Science and Information Systems	
	Arts and Humanities	
	Engineering	
	Business Administration	
	Automotive Technology	

Opportunities: CSU Monterey Bay (CSUMB) and UC Santa Cruz (UCSC)

Several of the core undergraduate and graduate programs at CSUMB and UCSC are directly related to growing industries in the region – notably Education and Instructional Science and Technology at CSUMB, and Physical and Bio Sciences and Engineering at UCSC. At CSUMB, the Education and Instructional Science and Technology graduate programs provide enormous potential to staff and provide leadership for the region’s concentration of four-year universities, community-colleges, institutes, and K-12 schools. Graduates from the Computer Science program comprise 7% of undergraduate majors and could contribute to computer hardware, software, and data services industries growth in Seaside. UCSC’s Physical and Biological Sciences program and Genomics Institute is considered a top-tier institution in the biological/marine research and biotechnology industries, and offers potential employment, leadership and manufacturing opportunities for local businesses and business clusters.

The Baskin School of Engineering at UCSC offers academic programs tailored to growing regional industries and Silicon Valley, such as computer system/network design, artificial intelligence, applied robotics, remote sensing (e.g., surveying oceanic environments), and database systems¹³ (see Table 6). A number of successful spinoff companies have emerged in the region from the Baskin School of Engineering, primarily offering services related to data storage and biotechnology, and the UC Santa Cruz Center for Innovation and Entrepreneurial Development (CIED) works directly with the local tech business community to support entrepreneurship and spinoffs.¹⁴

Opportunities: Regional Community Colleges

The region’s community colleges - Hartnell College in Salinas, Cabrillo College in Santa Cruz, and Monterey Peninsula College in Monterey - offer programs aligned with growing tech industries, including computer science/coding and engineering. The Ag-Tech Program, which offers certificates and associate of science degrees, at Hartnell College provides courses in agriculture technology, production, and business, supported by partnerships with regional industry leaders, leveraging the proximity to the Salinas and Central Valleys, the most productive agricultural regions in the U.S.

Opportunities: Naval Postgraduate School and Defense Language Institute (DLIFLC), Middlebury Institute of International Studies (MIIS), Panetta Institute of Public Policy, and Monterey College of Law

The DLIFLC, MIIS and Panetta Institute of Public Policy offer unique programs in foreign policy, environmental policy, international business and language. Graduates from these programs and the Monterey College of Law could contribute to the local legal and management services industries, which are included in the sector with the fourth highest number of employees in the County’s “Professional, scientific, and management, and administrative and waste management services” industry.¹⁵

Potential targeted industries for Seaside (Table 6) are based upon existing concentrated industries (see Table 4), core programs at local institutions of higher learning (Table 5), and industries with strong future growth expected, including those that have experienced recent success in the region and in Silicon Valley.

Table 6: Potential Targeted Industries

Monterey Bay Universities/ Institutes	Core Undergraduate Programs
Alternative Energy	Research/design, manufacturing, and the installation of alternative energy sources to fossil fuel.
Applied Robotics	Robotic systems used for a range of commercial, scientific, military, and personal services purposes often in the form of programmable automated parts. ¹
Agriculture Technology (Ag Tech)	Technology used for agricultural cultivation and distribution, including sensors, devices, robotics, machines, and information technology. ²
Advanced Manufacturing	Use of innovative technologies for production activities, including those that depend on information, automation, computation, software, sensing, and networking. ³
Cannabis Testing & Research	Research and testing related to cannabis, including pesticide screening, potency testing, genetic testing, and medical testing. ⁴
Computer Hardware, Software, & Data Services	Planning/design of computer systems related to hardware, software, and communications technology, and data processing/hosting systems. ⁵
Legal Services	Services provided by lawyers, notaries, settlement offices, and paralegal services. ⁶
Telecommunications	Services related to the transmission of voice, data, text, sound, and video. ⁷
Translation & Interpretation Services	Translating written material and interpreting speech from one language to another, including include transcription service, sign-language services, and closed captioning services. ⁸
Scientific Research & Development Services	Services related to scientific research, including marine research, and research related to improving products or processes. ⁹

Sources:

¹ Coffey, V. (2015). Applied Robotics: How Robots Are Changing Our World. Photonics Spectra, June 2015. https://www.photonics.com/Articles/Applied_Robotics_How_Robots_Are_Changing_Our/a57448

² United States Department of Agriculture, National Institute of Food and Agriculture. (n.d.). Agriculture Technology. <https://www.nifa.usda.gov/topics/agriculture-technology>

³ Advanced Manufacturing National Program Office. (n.d.) <https://www.manufacturing.gov/partners/advanced-manufacturing-national-program-office> ⁴ Business Wire. (2021). Cannabis Testing Market by Products & Software, Services and End-user - Global Forecast to 2025. <https://www.businesswire.com/news/home/20210203005559/en/Cannabis-Testing-Market-by-Products-Software-Services-and-End-user---Global-Forecast-to-2025---ResearchAndMarkets.com>

⁴ Business Wire (2021). Cannabis Testing Market by Products & Software, Services and End-user - Global Forecast to 2025 <https://www.businesswire.com/news/home/20210203005559/en/Cannabis-Testing-Market-by-Products-Software-Services-and-End-user---Global-Forecast-to-2025---ResearchAndMarkets.com>

⁵ North American Industry Classification System. (2017). Executive Office of the President, Office of Management and Budget. https://www.census.gov/naics/reference_files_tools/2022_NAICS_Manual.pdf

⁶⁻⁹ Ibid.

Opportunities: Targeted Industries, Ag-Tech, Applied Robotics, Drones, Computer Science, Networking, Advanced Engineering, Marine Sciences, Cannabis Research and Testing

The Monterey Bay Economic Partnership's Tech Ecosystem Initiative, a key initiative of the regional organization, aims to support the growth of the region's tech industry (ag-tech in particular) by facilitating the development of high-speed internet services, supporting entrepreneurship programs at local institutions of higher-learning, facilitating graduate job placement, promoting co-working "maker" spaces, and marketing the region's attributes to potential businesses and investors.¹⁶ This initiative largely builds on recent successes of the growth in the tech industry in Santa Cruz, and the ag-tech industry in the region's agricultural areas. Pajaro and Salinas valleys have become recognized as leaders in the ag-tech industry, an industry that is growing increasingly important due to profit, efficiency, safety, and environmental benefits.¹⁷

Technology associated with ag-tech varies, but much of it focuses on automation through applied robotics. Industry leaders believe there will be widespread future use of automated robotic systems for agriculture, including crop harvesting.¹⁸ Several companies in the region already develop applied robotics for agriculture and other purposes, such as deep-sea exploration, capitalizing on the region's concentration of marine-research institutes.¹⁹ As of September 2017, Google has begun testing delivery drone prototypes on former Fort-Ord Lands.²⁰ Similarly, Joby Aviation has a conditional use permit to develop and test their electric air taxi prototypes in Marina.²¹ This momentum, coupled with UCSC's academic program in robotics, positions Seaside well for these industries.

Other tech-oriented industries, including hardware, software and network design, have the potential to locate in Seaside. Census data indicates a relatively high-concentration of these jobs in the region; computer science and engineering are popular programs at educational institutions (including UCSC, CSUMB, Monterey Peninsula

College, Hartnell College, Cabrillo College); and nearby Silicon Valley boasts the highest concentration of tech-oriented businesses in the world. Further, the region is home to innovative tech-firms, including cloud computing firms such as Looker, internet service providers such as Cruzio and Redshift, and companies involved in advanced manufacturing, such as Zero Motorcycles.²² Tech-oriented industries and firms often not only supply markets outside of their immediate region, but also outside of the United States. Multiple firms noted above have partnered with larger international corporations, and export and sell the products they manufacture in international markets.²³

The attraction of similar tech-firms to Seaside would have a range of economic benefits, and would help to reduce commute times for Seaside residents who travel to Silicon Valley for work. As of 2019, over 20% of residents traveled over 50 miles to work, with many likely traveling to the Bay Area.²⁴ Scientific research will continue to be a strong industry, as it is among the leading regions for marine science in the nation.²⁵

With the passing of Measure G in June 2017, Seaside opened its doors to the potential for scientific research and testing related to cannabis. The City's sales and use tax for cannabis retail and online sales outperformed budget in FY 2021-22.²⁶ Although this industry is not yet established in the region, the potential for research – including medicinal research, potency testing, and microbial testing – could present a unique opportunity, possibly drawing graduates from UCSC's renowned Center for Biomolecular Science and Engineering, and the Genomics Institute.

There are many other industries with high potential appropriate for establishment and growth in Seaside, including legal services, environmental policy, language, and military technology, among others. The Goals and Policies listed later in this chapter are aimed to attract emerging industries that are most desired by the City, and those that most benefit from Seaside's competitive advantages (e.g., proximity to institutions of higher learning and proximity to similar firms and Silicon Valley).

Employment & Workforce Trends

The majority of Seaside residents currently commute between 15 and 45 minutes.²⁷ Generally, employment in Seaside consists of service-oriented jobs. But as educational attainment levels (bachelor’s degree or higher) increase in the area, more management jobs are appearing, promoting and sustaining a socio-economic diversity of job occupations.

Occupation data reflects the distribution of the Seaside region’s workforce into key job categories and opportunities. Table 7 outlines the region’s occupation patterns.

Occupations in the region are currently most concentrated in the “management, business, science, and arts occupations” and “service occupations”, followed by “sales and office occupations”. Seaside’s growing education attainment levels, coupled with regional occupation trends, indicate the potential for growth in higher-paying management positions.

Between 2010 and 2020, the civilian employed population (16 years and over) in Seaside grew by 3%. Further, California State University Monterey Bay (CSUMB) has experienced continued enrollment increases. In its 2020 Master Plan Draft, CSUMB outlined a growth strategy to accommodate the targeted enrollment growth to 12,700 students.²⁸ In the region, “transportation and warehousing, and utilities” experienced the largest increase, followed by “agriculture, forestry, fishing and hunting, and mining” and “educational services, and health care and social assistance”. “Finance and insurance, and real estate and rental and leasing” experienced the largest decrease in the region.

Table 7: Seaside Region Occupation Cluster Patterns²⁹

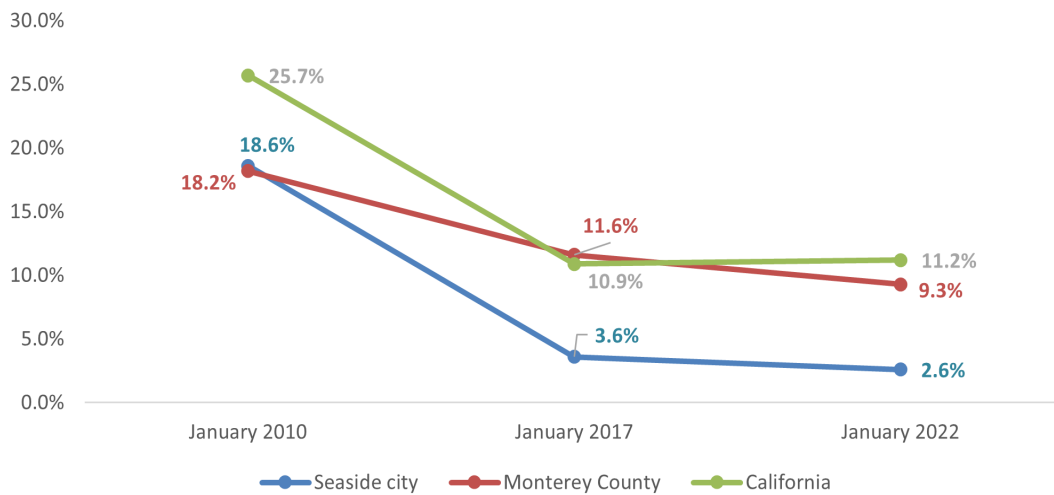
Occupation	Total Employment	% of Total	Regional Concentration (Location Quotient*)
Service occupations	26,407	21%	1.12
Sales and office occupations	23,853	19%	1.01
Production, transportation, and material moving occupations	14,359	11%	1.00
Management, business, science, and arts occupations	37,898	30%	0.96
Natural resources, construction, and maintenance occupations	22,453	18%	0.92
<p>Source/Notes: U.S. Census 2020 5-Year American Community Survey, Table S2405: Industry By Occupation For The Civilian Employed Population 16 Years And Over</p> <p>Location Quotient (LQ) is a metric used to quantify how concentrated a particular industry, cluster, or occupation is in an area as compared to a larger region. The industries listed in Table 1 with LQ values above 1.0 present a greater concentration of jobs relative to Monterey County.</p>			

Between 2010 and 2022 unemployment rates in Seaside decreased, signaling a recovery from the economic downturn and the COVID-19 Pandemic. In 2022 Seaside’s unemployment rates were lower than the State and the County as shown in Figure 14.

Employment rates in Seaside and Monterey County fluctuate significantly throughout the year, largely due to seasonality in the tourism / hospitality and

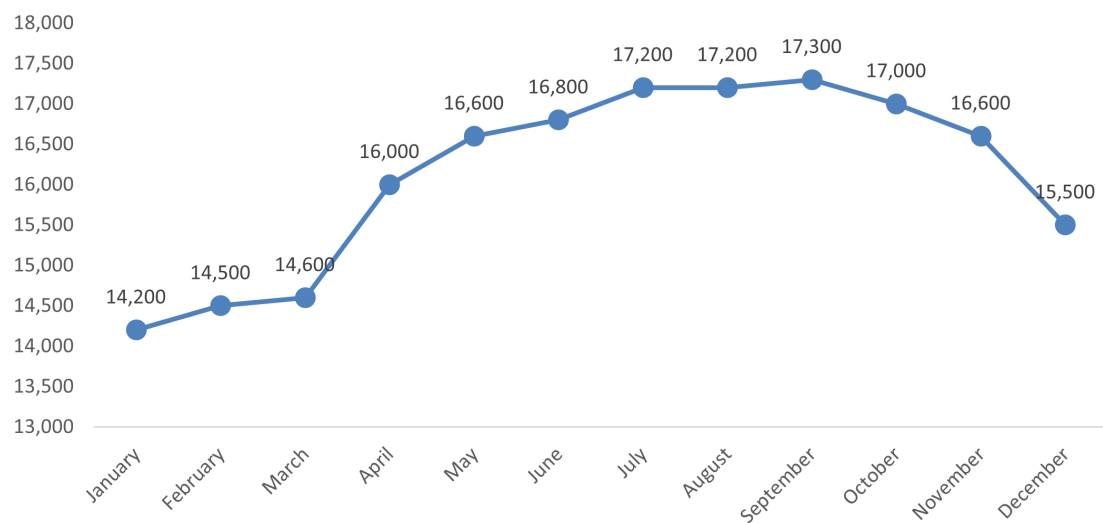
agricultural industries. With eight million tourists visiting Monterey County every year, tourism in Monterey County generates \$2 billion in spending annually and contributes to over 22,000 jobs.³⁰ Figure 16 demonstrates seasonal employment trends in Seaside for 2021, where employment dropped to 18% between its highest point in June and July (~17,000 jobs) and its lowest point in January (14,200 jobs).

Figure 14: City, County, and State Unemployment Trends: 2010, 2017, and 2022



Source: California Economic Development Department, Local Area Unemployment Statistics (LAUS), Annual Average

Figure 15: Seaside Seasonal Employment, 2021



Source: California Economic Development Department

Market Conditions and Trends

Homes in Seaside remain affordable relative to nearby cities and the County, though housing sales are rapidly increasing, with the median sale price for a house in Seaside having increased by close to 50% in the past five years. As of August 2022, the average sale price of a home in Seaside was \$725,000, which is comparable to cities nearby such as Marina and Salinas, but relatively affordable compared to other nearby cities in the region such as Monterey, Pacific Grove, and Carmel-by-the-Sea. Homes in Seaside are selling faster when compared to the past several decades. However, as the number of CSUMB students and retirees increase, there is potential for a growing demand for smaller, more affordable units. At 56%, demand for rental units is particularly high relative to regional and State trends, with a difference of 10 percentage points or more.³¹

The retail market in Seaside is mostly comprised of chain and independent neighborhood-serving retail, with a significant cluster of auto dealers and repair shops at the Seaside Auto Center off Del Monte Boulevard. Other retail clusters include eateries along Fremont Boulevard, Broadway Avenue, and Del Monte Boulevard.

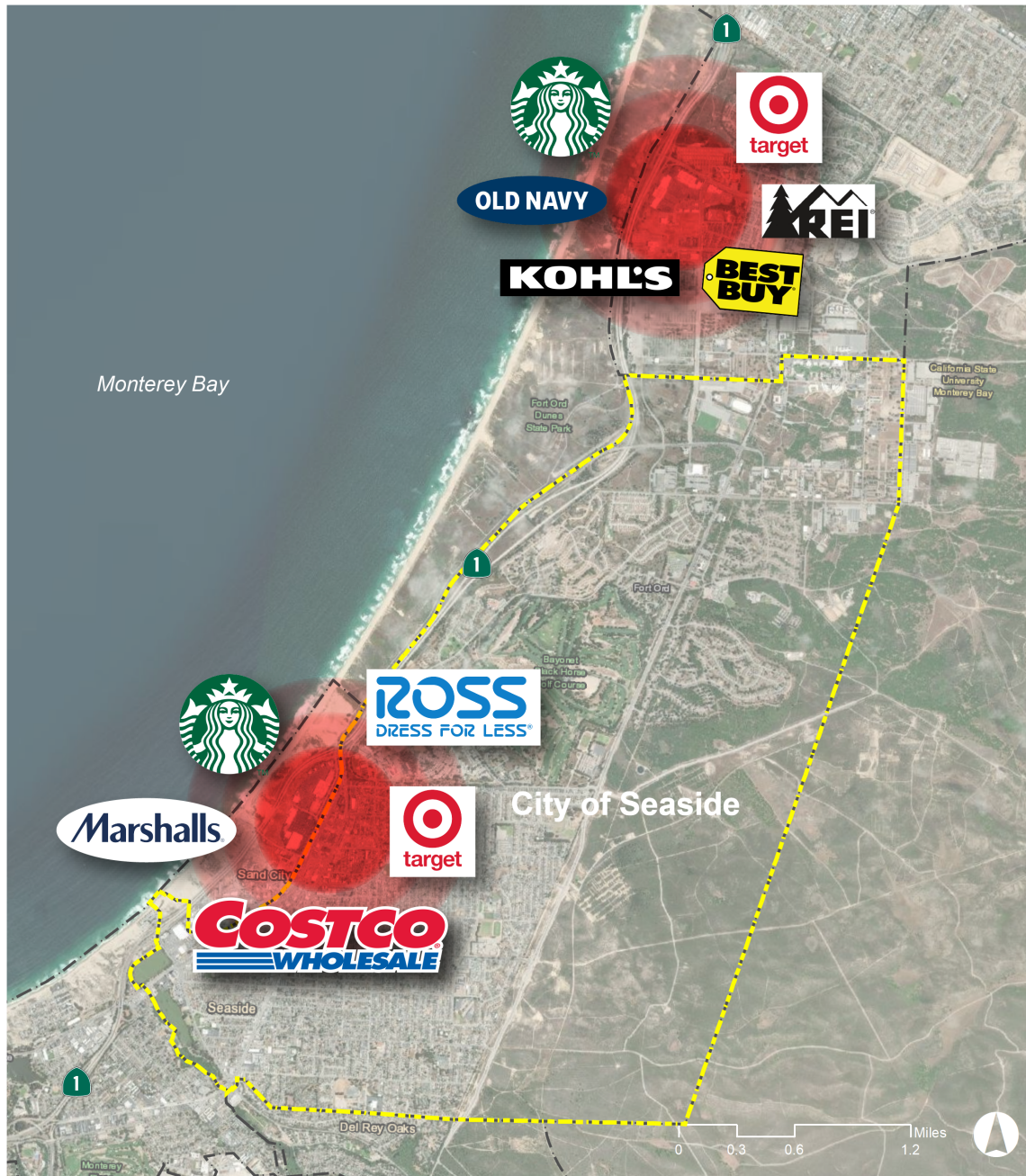
Despite growing demand for rental property, vibrancy in home sales and vibrant auto related and food businesses, retail rents have decreased, and have not been high enough to support new development. In addition, two key regional-serving retail clusters are located immediately outside City limits, potentially challenging the development of additional regional-serving retail in Seaside as shown in Figure 16.

Seaside grouped with San City, Del Rey Oaks, and Marina, has the lowest inventory of office space of the Santa Cruz County and Monterey County submarkets, all of which is Class B.³² The average asking office rental rates in Seaside have remained below the level of “rent per square foot” required to support new development.

The industrial vacancy rate of the Seaside/Sand City/Marina submarkets is slightly lower (2.2%) than the the Central Coast region’s average vacancy rate of 2.9%.³³ However, the City of Seaside specifically has little to no vacant industrial property or buildings to accommodate for the growth of existing businesses or to attract new businesses that are in demand throughout the region.³⁴ For example, there is demand for research

and development (R&D) uses, including robotics, marine research, and advanced manufacturing uses that have recently moved into adjacent communities, such as the City of Santa Cruz.³⁵ More generally, the County of Monterey has identified R&D as crucial for strengthening the overall Federal anchor in the region, such as for Monterey-based defense institutions and natural resource management agencies. The 2021-2026 Comprehensive Economic Development Strategy (CEDS) for the County of Monterey also describes R&D as a key economic opportunity for the region, corroborated by the Monterey Economic Partnership, which describes the region as a leader in marine research, and increasingly becoming home to innovative technology and advanced manufacturing companies. Monterey Bay is a global center for marine science research and education, with a cluster of about 27 federal or state agency marine science programs, facilities, and institutions. As of 2016, the region supported over 2,300 scientists and staff and counted with an annual budget totaling more than \$337 million.³⁶

Figure 16: Seaside Area Regional-Serving Retail Clusters



Sources: City of Seaside (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022); USGS & NOAA (2016).

Source: LWC

Goals and Policies

Business Retention and Attraction

Goal ED-1: A healthy business climate that supports the growth and prosperity of businesses that are beneficial to the community.

Intent: A healthy business climate directly serves Seaside residents by providing jobs, earnings, and vibrancy on the streets, while strengthening and diversifying the City's tax base. The City seeks to achieve a healthy business climate through the revitalization of commercial areas, the retention and expansion of existing businesses, and the attraction of new businesses, particularly those that provide benefit to the community. Further, this goal is intended to contribute to a more resilient long-term economy.

Policies:

- **Placemaking.** Support a variety of revitalization and improvement programs focused on placemaking and beautification, such as facade improvements, small plazas, public art, and community events.
- **Economic diversification.** Focus economic development efforts on attracting and retaining a greater range of business types which appeal to the needs of the current and expected future resident demographic.
- **Vacant and underutilized sites.** Support the full and efficient use of vacant and underutilized nonresidential and mixed-use sites for the development and expansion of targeted commercial and industrial facilities.
- **Opportunity site marketing.** Continue to market development opportunity sites to encourage development consistent with the General Plan.
- **Targeted revitalization.** Encourage the redevelopment and revitalization of targeted areas by undertaking strategic initiatives, and allowing for temporary uses (e.g., food trucks, pop-up restaurants, farmer's markets, competitive sports events, temporary seating/furniture), to attract development.
- **Catalytic projects.** Pursue publicly-funded catalytic projects and investments, such as shared public parking garages, streetscape improvements, and infrastructure upgrades and expansion that support the vitality of retail along Broadway Avenue and Fremont Boulevard.
- **Employment zoning districts.** Create a series of SD Employment zoning districts that allows for a variety of commercial, industrial, and research and development uses that are consistent with and effectively implement the General Plan.
- **Streamlined permit process.** Continue to streamline the permit review process to facilitate business attraction, retention, and expansion for projects that are consistent with the General Plan.
- **Efficient infrastructure and utility delivery.** Maintain an alignment between the Capital Improvement Plan and the City's related public works, public utilities, and transportation plans to ensure efficient delivery of infrastructure and utilities to support the City's economic development goals.
- **Innovative financing methods.** Seek innovative ways of financing infrastructure without unduly transferring the cost burden to the residential and business sector.
- **Revenue diversification.** Continually evaluate potential opportunities to diversify revenue, and therefore be able to reduce the cannabis city sales tax so as to alleviate cumulative tax burden on cannabis operators.

Goal ED-2: A strengthened and diversified economy, with additional employment opportunities brought by the attraction and expansion of local and regional businesses.

Intent: The City of Seaside currently relies heavily on several revenue sources to sustain operations, and most residents travel outside of the City for employment. This goal aims to expand revenue sources for the City, to stabilize the service industry during off-peak seasons by attracting new, diverse service-oriented businesses, and to provide existing and future residents with a diversity of consistent employment opportunities (from entry level to head-of-household jobs).

Policies:

- **Business retention – retail and services.** Continue working to retain existing local businesses that serve the needs of residents.
- **Local retailers and small business programs.** Increase efforts to communicate and build relationships with small businesses and local retailers to inform them of programs aimed at empowering and strengthening local business capacity.
- **Regional economic development strategies.** Support regional economic development efforts through land use planning decisions to improve the competitiveness of the Monterey Peninsula.
- **Retention of Minority/Disadvantaged Businesses** Support the retention and expansion of minority/disadvantaged businesses in Seaside.
- **Auto Mall expansion.** Continue to work with auto dealerships to enhance and strategically expand the Seaside Auto Mall.
- **Retail business development.** Encourage the development of retail establishments that will capture resident spending that would otherwise be spent outside Seaside.
- **Expansion of growing industry sectors.** Support the expansion of sectors that are growing locally, such as accommodation, retail, and food service.
- **Expansion of potentially growing industry sectors.** Support the expansion of sectors with a strong potential for growth, such as alternative energy, applied robotics, ag-tech, advanced manufacturing, computer hardware, software, networking and data services, scientific research, and cannabis research and testing.
- **Regional coordination for business development.** Coordinate with regional economic development organizations to increase support for business attraction, growth, retention, and expansion in Seaside.
- **Special Financing Districts.** Support branding, marketing, and maintenance efforts in commercial areas through the formation of Business Improvement Associations (BIA) or Districts (BID), Enhanced Infrastructure Financing Districts (EIFD), Community Revitalization Investment Authorities (CRIA) or other innovative approaches to facilitate investment and revitalization.
- **Branding program.** Support the development of a unique brand comprised of visual themes and taglines that distinguish Seaside from other jurisdictions in the region and accentuate its opportunities and attractions.
- **Marketing program.** Support marketing programs that emphasize Seaside’s unique economic opportunities including, social, geographic, and environmental advantages and attributes.

- **Outdoor recreation business attraction.** Support the attraction and clustering of outdoor recreation related businesses focused on the Ford Ord National Monument and Dunes State Park that offer visitor serving amenities such as bicycle rental, kayak rental, and complementary retail establishments.
- **Eco-tourism industry growth.** Work with CSUMB and regional partners to support the growth of the eco-tourism industry.
- **Cultural events and attractions.** Continue to publicize cultural and competitive sports events and attractions in Seaside to residents, potential visitors and business prospects.
- **Public art.** Promote the creation and/or funding of public art as part of new development and redevelopment projects.
- **Cultural tourism.** Recognize the value of music, dance, theater and visual arts to Seaside's quality of life and economy, supporting cultural tourism as part of an economic development strategy for the City.



Food trucks in Seaside.



Seaside events.



Hot Cars, Cool Nights in Seaside.

Goal ED-3: Industries that supply markets outside of the region are attracted and expanded to create a more stable, diversified local economy and additional employment opportunities.

Intent: This goal is intended to attract “Base Industries” that supply markets outside of the region. These industries attract resources from outside the community, including internationally, to create jobs in Seaside, and long-term sources of revenue for the City while contributing to an image of vibrancy and opportunity to potential investors.

Policies:

- **Strategic business attraction.** Support the attraction of businesses in fields with a high probability of long-term future demand, such as alternative energy, applied robotics, ag-tech, advanced manufacturing, computer hardware, software, and data services, and scientific research.
- **Business attraction - base industries.** Support branding and marketing efforts aimed at desired industries and businesses that supply markets outside of the region, such as those targeted for strategic business attraction.
- **Flexible spaces.** Promote flexible workspaces that can be shared among commercial and/or educational tenants to support entrepreneurship, affordability, sharing of resources and appeal to start-ups and/or spin-offs from regional institutions of higher learning and the modern workforce.

Jobs and Workforce Development

Goal ED-4: Seaside’s labor force is highly utilized and recognized as an economic development asset.

Intent: Most Seaside residents travel outside of the City for employment. Occupations in Seaside are primarily related to service industries. This goal is intended to diversify job opportunities within and beyond service industries and strengthen workforce development to provide residents with higher wage, better benefits, and succession employment opportunities in Seaside.

Policies:

- **Job training and placement.** Promote job training and placement in industries responsive to future economic trends and the City’s economic goals, such as “green” industries focused on alternative energy technologies, energy and water efficiency, applied robotics, ag-tech, advanced manufacturing, computer hardware, software, and data services, telecommunications, scientific research and cannabis research and testing.
- **Regional coordination for workforce training and development.** Work with regional partners to support job training and workforce development.
- **Economic development and labor pool alignment.** Align economic development efforts with the labor pool to increase the number of jobs filled by Seaside residents. This concept also relies on a diversity of job types from entry level to head-of-household to generate a more consistent and sustainable economy.
- **Missing-middle housing.** Encourage the growth of diverse housing types, including accessory dwelling units and missing-middle housing opportunities in Seaside.
- **Apprentice and intern programs.** Work with local universities and colleges to identify opportunities for apprentice and internship programs at Seaside businesses.

Goal ED-5: Regional institutions of higher learning are key partners, contributors and beneficiaries to Seaside's local economy.

Intent: Seaside has an opportunity to capitalize on the region's high concentration of institutions of higher learning, that include four-year universities, community colleges, law schools, military schools, research institutes, and labs. This goal is intended to retain graduates as permanent Seaside residents, promote entrepreneurship, match students and Seaside's workforce to entrepreneurs, and to support the growth of cutting-edge industries with a high probability of long-term future demand.

Policies:

- **Town-gown partnerships.** Maintain strong "town-gown" relationships with regional institutes of higher learning, including CSUMB, UCSC, Monterey College of Law, Panetta Institute of Public Policy, Middlebury Institute of International Studies, Naval Postgraduate School, and others, and collaborate on potential expansion as appropriate.
- **Regional institutes of higher learning student retention.** Promote efforts to retain students from regional institutes of higher learning as permanent Seaside residents and members of the local workforce after graduation.
- **Attraction of emerging professionals.** Promote efforts to attract emerging professionals from the region's institutions of higher learning – including CSUMB, UCSC, Monterey Peninsula College, Naval Postgraduate School, and Middlebury Institute of International Studies – and young professionals from institutions outside of the region – as members of the local workforce or business owners.
- **Entrepreneurship support.** Partner with regional institutions of higher learning to promote entrepreneurship efforts that bring innovative new businesses and start-ups to Seaside.
- **Matching workforce to entrepreneurs.** Align entrepreneurship efforts with the Seaside's labor pool to increase the number of jobs in innovative industries with a high probability of long-term demand.
- **Technology transfer.** Establish working relationships with technology transfer offices of regional institutions of higher learning to facilitate the transfer of knowledge and technology to Seaside businesses and start-ups.
- **Technology tracking and support.** Continue to identify emerging technologies that can be commercialized within the local research community and provide appropriate assistance in early stage of business formation.
- **Technology showcasing.** Support the establishment of an "innovation marketplace" that serves as a forum for showcasing innovation from regional institutions of higher learning, and as a place for idea exchange with local industries.

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chapter five

HOUSING

*6th Cycle Housing
Element to Come*





chapter six

MOBILITY

The Mobility Element describes the planned citywide transportation network. A key goal of the General Plan is the provision of a well-connected network of “complete streets” that provide multi-modal mobility, access to land uses, and support Seaside’s economic and sustainability goals.

The Mobility Element describes and illustrates the circulation system, and provides guidelines to support and complement existing and planned development. The goals of the Mobility Element include ensuring that transportation and land use decisions are coordinated, promoting the safe and efficient transport of goods, efficient use of existing facilities, and protecting environmental quality.

Statutory Requirements

The Mobility Element has been prepared to meet State General Plan law and California Complete Streets Act requirements.

General Plan

California law mandates the development of a Circulation Element as part of the General Plan. The Circulation Element must contain the “general location and extent of existing and proposed major thoroughfares, transportation routes, and other local public utilities and facilities, all correlated with the land use element of the General Plan per Government Code Section 65302 (b). In addition, the General Plan must incorporate “Complete Streets” policies, as described below.

Complete Streets Act

The term “Complete Streets” refers to a balanced, multimodal transportation network that meets the needs of all users of streets - including bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, public transit, and seniors. A “Complete Street” is one that provides safe and convenient travel in a manner that is suitable to the local context.

The Mobility Element is consistent with the California Complete Streets Act (AB 1358), which requires that cities and other public agencies incorporate “Complete Street” policies when updating their General Plan Circulation Element. Complete Streets make travel safe for all users, including bicyclists, pedestrians, motorists, transit vehicles, and people of all ages and abilities. While every street does not need to provide dedicated space to all users, the street network must accommodate the needs of all users.

SB 743 and Transportation Performance Metrics

The Mobility Element is consistent with Senate Bill (SB) 743 requires changes to the California Environmental Quality Act (CEQA) analysis of transportation impacts. The preferred methodology quantifies VMT on a “per resident” and “per employee” basis, based on the local population of residents and job holders. Vehicle miles traveled (VMT) is defined by the number of miles traveled by vehicle trips beginning or ending within a specified region. Local VMT thresholds were adopted by the City of Seaside.

Setting the Scene

How people get around is an important indicator of the success of a transportation system. This section summarizes travel characteristics associated with the Seaside transportation network, gauging its current performance, and tailoring projects and programs to provide benefits to the community.

As shown in Table 9, most Seaside residents drive alone to work. Although low overall Seaside residents do have a higher rate of transit ridership and carpooling, compared to the countywide average. Three percent of Seaside residents use transit for trips to and from work, compared to only one percent county-wide.

Vehicle Ownership and Travel Modes

As shown in Table 8, Seaside residents typically own slightly fewer motor vehicles than the countywide average. Approximately 5 percent of households in Monterey County own no cars. In Seaside, 8 percent of households are zero-vehicle households. Similar to national trends, renter-occupied households tend to own fewer cars than owner-occupied households. In Seaside, 9 percent of renter-occupied units are zero-vehicle households, while only 5 percent of owner-occupied households are zero-vehicle households.

Table 8: Motor Vehicle Ownership

Number of Vehicles available	Monterey County	Seaside		
		Total	Owner Occupied	Renter Occupied
0	5 percent	8 percent	5 percent	9 percent
1	27 percent	28 percent	25 percent	30 percent
2	37 percent	39 percent	40 percent	39 percent
3 or more	31 percent	25 percent	30 percent	22 percent

Table 9: Travel Mode Comparison (Work Trips)

Jurisdiction	Drive Alone	Carpool	Transit	Walk	Bicycle	Work at Home	Other
Seaside	74 percent	11 percent	3 percent	2 percent	1 percent	6 percent	2 percent
Monterey County	71 percent	10 percent	1 percent	2 percent	1 percent	7 percent	8 percent

Source: American Community Survey, 2014-2021 5 Year Estimates

Motor Vehicle Traffic

The primary regional motor vehicle facility is Highway 1 (State Route 1), which follows the Pacific coastline from Los Angeles, ending near the Oregon border. Where it abuts the western boundary of Seaside, Highway 1 is a four-lane divided freeway connecting Seaside with adjacent cities including Marina and Monterey. Highway 1 also connects with other regional facilities that provide motor vehicle access to US 101, Salinas and the San Francisco Bay Area. Highway 1 carries over 78,000 daily vehicles. Traffic delays are primarily limited to peak-hour reductions in travel speeds where Highway 1 passes Seaside.

Motor vehicle traffic circulation within Seaside occurs on the city's 130-mile street network. A comparison of daily traffic volumes on the city's highest-volume roadway corridors is provided on Figure 17. The highest traffic volumes are limited to roadway segments nearest to each of the two Highway 1 interchanges.

- **Broadway Avenue** carries an less than 12,000 daily motor vehicles on most segments, well below its capacity of approximately 20,000 daily vehicles (on the two-lane segment west of Fremont Boulevard) to 30,000 daily motor vehicles (on the four-lane segment east of Fremont Boulevard). Reducing the entire length of Broadway Avenue to one motor vehicle lane per direction, with left-turn pockets at key intersections, consistent with the West Broadway Urban Village Specific Plan, would provide sufficient capacity.
- **Canyon del Rey Boulevard (State Route 218)** carries traffic volumes that range from 11,000 to 19,000 daily motor vehicles.

- **Del Monte Avenue** serves a daily traffic volume that ranges from 22,000 south of Broadway to just 16,000 daily motor vehicles north of Broadway.
- **Fremont Boulevard** carries approximately 17,000 daily motor vehicles on segments south of Del Monte Avenue – also below capacity of approximately 30,000 daily motor vehicles. As described further in the bicycle and pedestrian assessment later in this chapter, nearly 30 percent of the reported bicycle and pedestrian collisions in Seaside occur on Fremont Boulevard.
- **General Jim Moore Boulevard** currently carries over 12,000 daily motor vehicles, roughly one-fourth of capacity.

In summary, traffic volumes are at less than full capacity on each of Seaside's major streets, which creates potential opportunities to reallocate roadway space to walking and bicycling.



Broadway Avenue in Seaside.

Figure 17: Motor Vehicle Traffic Volumes



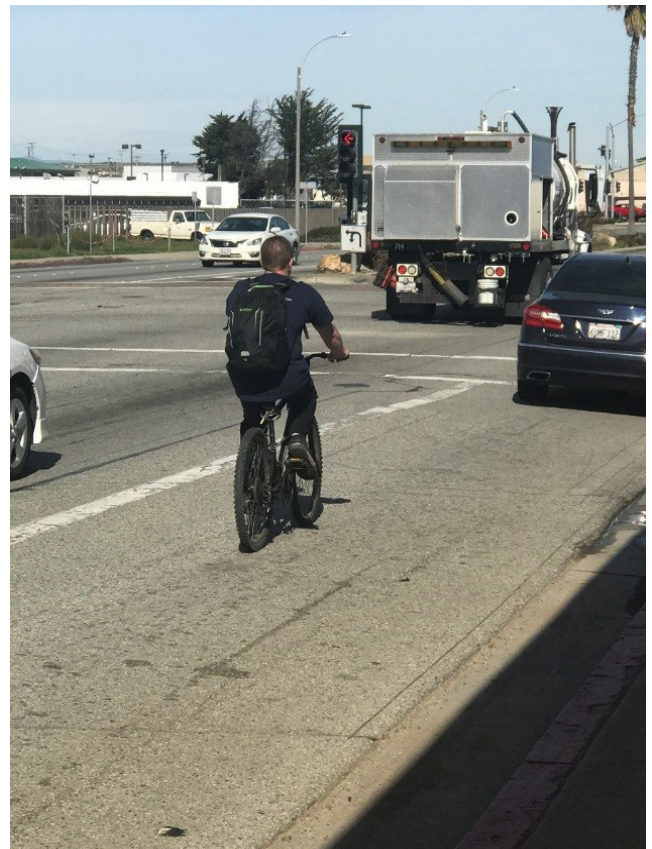
Bicycle Conditions

Seaside's bicycle network totals just under 10 miles, including approximately 3.3 miles of bicycle paths, approximately 6.4 miles of bicycle lanes, and no miles of protected bicycle lanes on city streets. Bicycle facilities are currently provided along some portions of major streets and include portions of the Monterey Peninsula Recreational Trail. However, most streets currently lack bicycle lanes, and most cycling trips occur in travel lanes shared with motor vehicles.

Existing bikeways are limited to the following paths, lanes and routes:

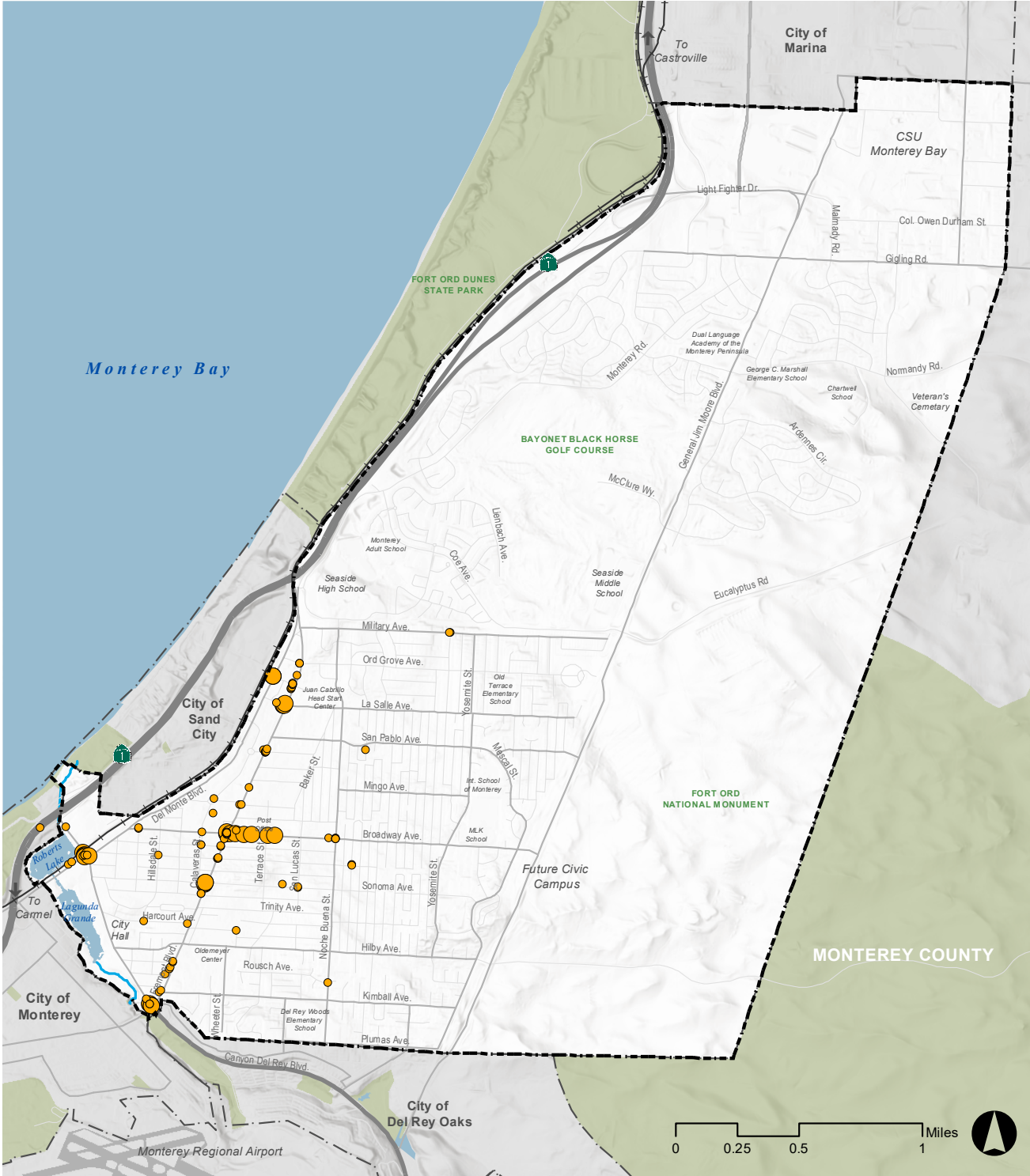
- Bicycle paths along the western side of Highway 1 (Monterey Peninsula Recreational Trail); General Jim Moore Boulevard north of Eucalyptus, the south western portion of the City extending south into the City of Monterey (Monterey Bay Coastal Trail); and between Divarty Street and Gigling Road, adjacent to the California State University Monterey Bay Campus.
- Bicycle lanes along portions of Coe Avenue, Eucalyptus Road, General Jim Moore Boulevard, and Monterey Road.
- Existing facilities provide regional north-south connectivity between the cities of Marina and Monterey, with minimal east-west connectivity.

Collision history from the California Highway Patrol (CHP) Statewide Integrated Traffic Records System (SWITRS) was obtained for six years (2016-2021) to determine existing trends of bicycle-related collisions in Seaside. The location of bicycle-related collisions documented between January 2016 and December 2021 are shown on Figure 18. During this six-year period, 43 bicycle-related collisions were reported, representing approximately 9 percent of the total number of collisions reported in Seaside (460). Of the 43 reported bicycle-related collisions, 18 were reported on Fremont Boulevard (42 percent) and 5 on Broadway Avenue (12 percent) Thus, roughly half of all bicycle collisions during this period were reported on two corridors. Further, the majority of bicycle collisions were reported at locations that lack designated bicycle facilities, particularly along Fremont Boulevard. These locations are key corridors for bicycle movement through the city and show need for improvement. In addition, bicycle improvements on Fremont Boulevard would complement related efforts by the City of Monterey.



Cyclist in Seaside.

Figure 18: Bicycle Collisions Locations (2016–2021)



	City Limits	Number of Bicycle Collisions (2016-2021)
	Rail	1
	Highway	2
	Major Road	
	Local Road	
	Streams	



Sources: Transportation Injury Mapping System (2022); City of Seaside (2022); Fort Ord National Monument (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022); USGS & NOAA (2015).

Walking Conditions

The pedestrian network provides a nearly continuous system of sidewalks in much of Seaside's historic core area. However, many sidewalks on major streets are not fully accessible to persons with disabilities, while many sidewalk segments are in disrepair. Key challenges to pedestrian circulation exist along Fremont Boulevard, where longer crossing distances are required. There are a number of blocks lacking sidewalks near west Broadway Ave. including Calaveras St., and Hillsdale St. etc. These areas without adequate walking conditions represent areas that are in proximity to significant areas and downtown where pedestrian connections are desired. In addition, gaps in the existing pedestrian network are located in the northern half of the city on former Fort Ord lands, where the street and sidewalk network is not yet fully developed.

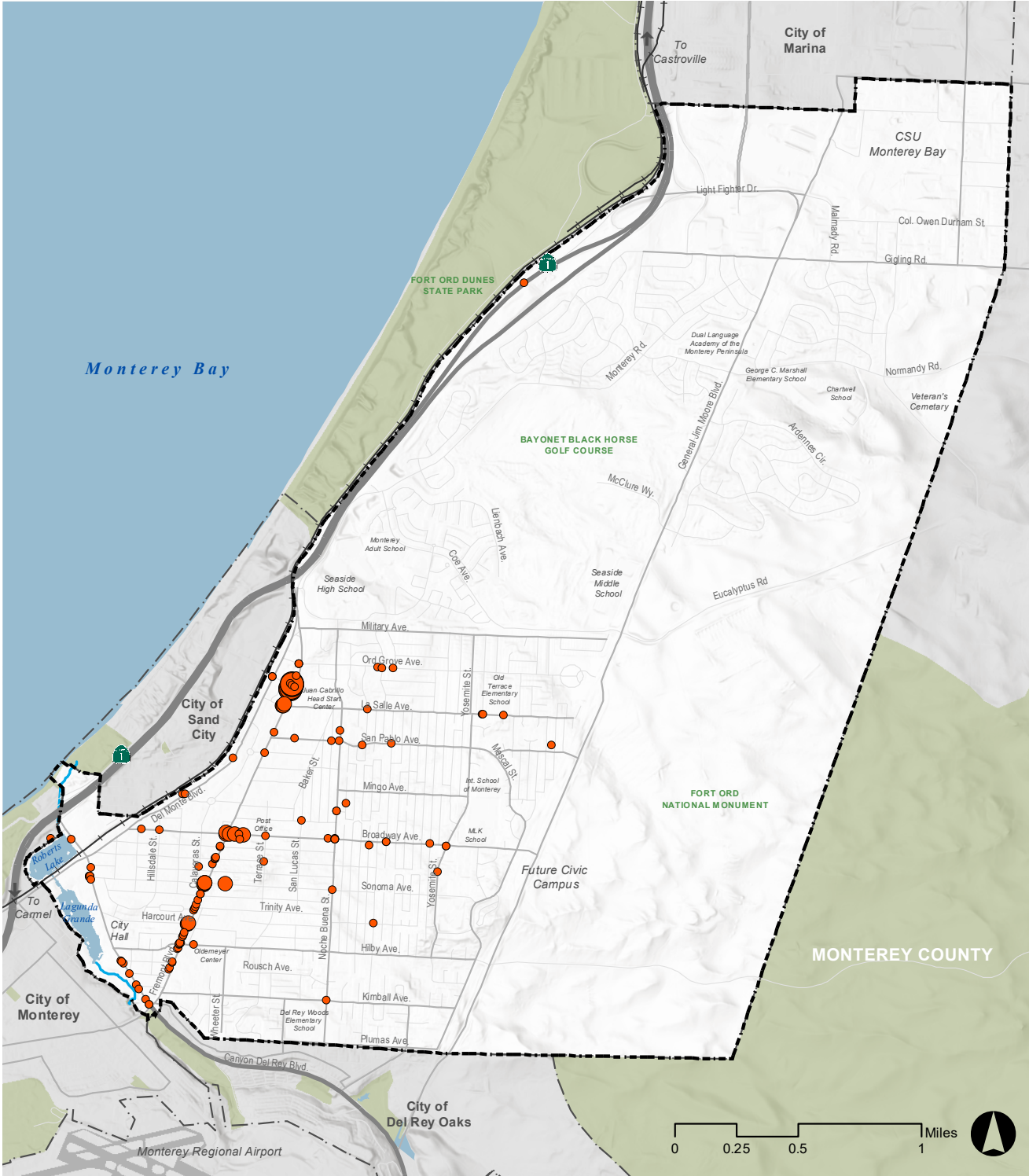
Pedestrian safety was assessed through a review of collision data obtained from the CHP SWITRS database over a six-year period (2016-2021). Over the six-year period, 59 pedestrian-related collisions were reported. Pedestrian collisions represent approximately 12.8 percent of all collisions in the study period (460), as shown in Figure 19. Of the 59 reported pedestrian collisions, 18 were reported on Fremont Boulevard (31 percent), 10 on Broadway Ave (17 percent) and 7 on Noche Buena Street (12 percent).

The relative lack of reported pedestrian collisions in the northern half of Seaside on former Fort Ord lands largely reflects low pedestrian volumes outside of Seaside's existing residential neighborhoods.



Sidewalks are provided on both sides of most streets in Seaside's historic core area, but sub-par sidewalks and lengthy crossings are constraints to pedestrian circulation on Fremont Boulevard (left). Sidewalk gaps remain on some segments of major streets, such as Canyon del Rey Boulevard (right) However, Canyon Del Rey will have new sidewalks built by Caltrans.

Figure 19: Pedestrian Collisions Locations (2016–2021)



City Limits	Number of Pedestrian Collisions (2016-2021)
Rail	1
Highway	2
Major Road	3
Local Road	
Streams	



Sources: Transportation Injury Mapping System (2022); City of Seaside (2022); Fort Ord National Monument (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022); USGS & NOAA (2015).

Transit Service

The Monterey County public transit system is designed to serve regional and local travel needs. Monterey-Salinas Transit (MST) provides transit services in the city. In February 2022, the MST Board approved an overhaul of the transportation network. The changes are reflective of the Comprehensive Operational Analysis Final Network Plan and service changes went into effect December 10, 2022. Though the plan includes fewer routes and slightly less service overall in the Seaside-Monterey area, many places have more frequent service prioritizing ridership over coverage. The most frequent service in Seaside is provided by the MST Jazz Routes A and B that operate between Sand City Transit Station and Monterey. The two Jazz routes operate with 15-minute combined headways on weekdays. The Jazz routes provide an enhanced level

of bus service that includes faster service through bus stop improvements and signal preemptions at some locations in Monterey. Each of the key Seaside routes include a stop at the Sand City Transit Station, located just a few blocks from Del Monte Avenue. Table 10 and Figure 20 summarize current transit service.

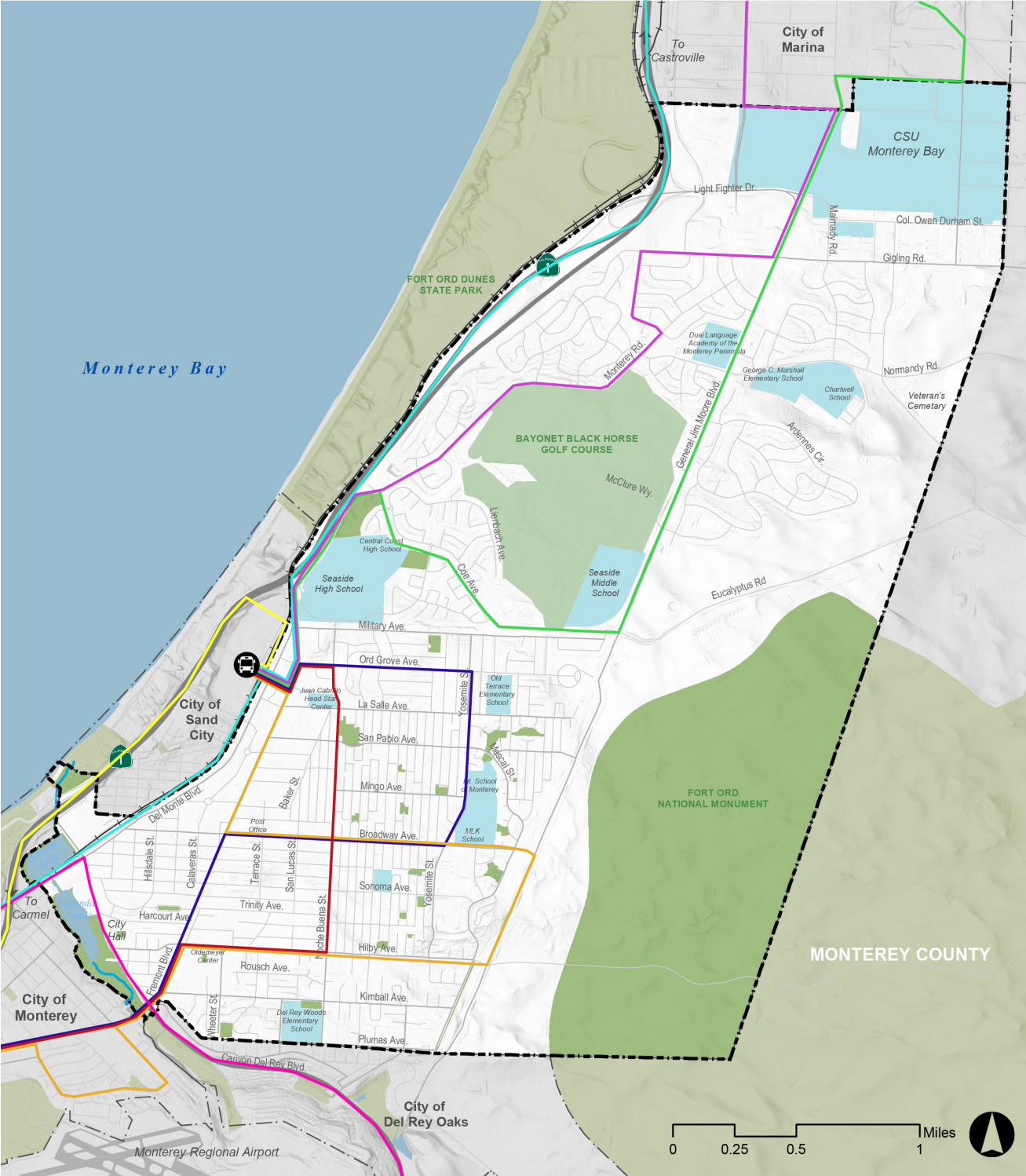
Additionally, MST is planning the ongoing SURF! Busway and Bus Rapid Transit project. This will include a six-mile busway parallel to Highway 1, from Marina to Sand City and Seaside, new transit stops in Seaside and traffic signal improvements.

Table 10: Public Transit Service Frequency

MST Route	Route Name	Approx. Peak Headways (minutes)	Service Hours	Service Days
A/B	JAZZ A/B: Aquarium	15	6:02 AM – 10:23 PM	Weekdays
		30	6:50 AM-9:37 PM	Weekends
		60	6:45 AM – 6:39 PM	Holidays
17	Sand City – Marina via Gen Jim Moore	60	6:45 AM – 7:20 PM	Weekdays
18	Sand City Marina via Monterey Road	60	6:15 AM – 9:45 PM	Weekdays
			6:55 AM - 7:33 PM	Weekends
20	Monterey-Salinas	30	5:45 AM – 10:06 PM	Weekdays
			7:15 AM – 9:03 PM	Weekends
			7:15 AM – 7:06 PM	Holidays
94	Sand City- Carmel Rancho (Senior Shuttle)	120	9:26 AM – 4:46 PM	Daily (excluding holidays)
	Del Rey Oaks Special Shuttle Service	30	5:27 AM – 7:40 AM 6:50 – 7:31 PM	Weekdays

Source: Monterey-Salinas Transit (MST) schedule (2022).

Figure 20: Public Transit Routes



City Limits	MST Bus Route Number	
Rail	A	20
Highway	B	94 Weekly
Major Road	17	94 Express
Local Road	18	Del Rey Oaks Special Service
Streams	Sand City Station	



Sources: City of Seaside (2016); Fort Ord National Monument (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022), USGS & NOAA (2016).

Street Network Plan

This section of the Mobility Element describes the General Plan complete street and bikeway network plan, including street and bikeway classifications, street design guidelines, planned roadway and bikeway network changes. In addition, it specifies truck routes, pedestrian focus areas, and transit priority corridors.

Street Classifications & Guidelines

There are three classifications of streets – arterials, collectors and local streets – as defined below:

Arterial Streets

Arterials provide the principal network for citywide travel by all modes of travel, including walking, bicycling, motor vehicle and transit, and also serve as regional connections. Most commercial land uses in Seaside are accessed directly via arterial streets. Arterial streets in Seaside generally have one or two motor vehicle travel lanes per direction and sidewalks on both sides. Bicycle facilities on arterial streets should consist of dedicated protected bicycle lanes or separated bikeway facilities, wherever feasible. Arterial streets are further subdivided into four types to reflect specific land use and neighborhood context:

- **Mixed Use Boulevards** serve as key mobility routes, provide direct access to many of Seaside’s key commercial sites, and serve higher-frequency transit service. These include Fremont Boulevard and Del Monte Boulevard.
- **Regional Arterials** have limited commercial frontages and provide regional connections. These include General Jim Moore Boulevard and Canyon del Rey Boulevard.
- **Main Street Arterials** emphasize pedestrian-oriented commercial and mixed land uses. These include Broadway Avenue.
- **Neighborhood Arterials** pass through lower-density residential areas. These include Hilby Avenue.

Collector Streets

Collectors provide connections for all modes of travel between neighborhoods and activity centers, and provide direct access to land uses. Collectors also provide connections between arterial and local streets. Collector streets in Seaside have one motor vehicle travel lanes per direction with sidewalks on both sides. Protected bicycle lanes should be provided wherever feasible on collector street segments.

Local Streets

Local streets provide direct access to abutting properties by all modes of travel. All streets that are not designated as arterials or collectors are local streets. Bicycle facilities on local streets generally consist of shared travel lanes between motorists and bicyclists.

Tables 11 establish prioritization by mode of travel for each street classification.

Figure 21 illustrates the street network plan and street classification for each segment. Figures 22 through 27 provide example cross sections and recommended travel lane widths for each classification.

Table II: Arterial Street types, Mode Priorities and Guidelines

Classification	Mode Priority	Description and Guidelines	Examples	FHWA Category
Mixed Use Boulevard	Bicycle: 1 Pedestrian: 1 Transit: 1 Vehicle: 1	Major thoroughfare with frequent transit service and mixed commercial and retail frontages. Provides regional access to adjacent land uses and safe crossings for all travel modes along a regional transportation corridor. Provides enhancements for walking, bicycling and transit, including bulb-outs to reduce pedestrian crossing distances. On-street motor vehicle parking may be permitted where feasible to enhance access to adjacent uses.	Fremont Blvd Del Monte Blvd	Primary Arterial
Regional Arterial	Bicycle: 2 Pedestrian: 2 Transit: 2 Vehicle: 1	Major thoroughfare with limited property frontages. Provides access and safe crossings for all travel modes along a regional transportation corridor. Emphasizes regional vehicle trips through collaborations with other cities and agencies. On-street motor vehicle parking is typically prohibited.	General Jim Moore Blvd	Primary Arterial
Main Street Arterial	Bicycle: 2 Pedestrian: 1 Transit: 2 Vehicle: 2	Pedestrian-oriented retail street. Provides access to all travel modes in support of typical "main street" land uses and includes on-street motor vehicle and bicycle parking. Service to pedestrian-oriented retail is of prime importance.	Broadway Ave	Minor Arterial
Neighborhood Arterial	Bicycle: 1 Pedestrian: 1 Transit: 1 Vehicle: 1	Arterial streets with residential frontages that also serve through trips connecting arterials for multiple modes. Distributes trips to residential areas. Balances the needs of motor vehicles, transit, bicycles, and pedestrians. On-street motor vehicle parking is typically permitted, but intrusion of commercial parking demand on to Neighborhood Arterial segments is discouraged.	Hilby Ave Coe Ave	Minor Arterial
<p>1 = High Priority 2 = Medium Priority 3 = Low Priority</p>				

Table II: Arterial Street types, Mode Priorities and Guidelines (continued)

Classification	Mode Priority	Description and Guidelines	Examples	FHWA Category
Collector Street (Typical)	Bicycle: 1 Pedestrian: 1 Transit: 3 Vehicle: 1	Collector streets connect arterial and local streets while also providing direct access to adjacent land uses. Balances the needs of bicyclists, motorists and pedestrians.	La Salle Ave	Collector
Collector Street (Transit Priority Corridor)	Bicycle: 2 Pedestrian: 1 Transit: 1 Vehicle: 2	Segments of collector streets that are designated as “transit priority corridors” (see Figure 34) would serve a similar role as other collector streets (as described above) while also serving higher-frequency transit service. Emphasizes the needs of pedestrian and transit.	Noche Buena St	Collector
Collector or Local Street (Bicycle Boulevard)*	Bicycle: 2 Pedestrian: 1 Transit: 3 Vehicle: 2	Local or collector streets with primarily residential frontages that provide direct local access to properties and prioritize through travel by bicycles. Types of improvements vary and may include measures to minimize bicycle delay and/or reduce motor vehicle speed.	Baker St Sonoma Ave	Local or Collector
Local Street (Typical)	Bicycle: 2 Pedestrian: 1 Transit: 3 Vehicle: 2	Neighborhood streets with residential, commercial retail or mixed-use frontages that provide direct local access to properties. Pedestrian circulation and access to properties is prioritized. On-street parking is typically permitted. Intrusion of commercial parking demand on to residential local street segments is discouraged.	Wanda Ave Trinity Ave	Local
Local Street (Commercial Truck Access)	Bicycle: 2 Pedestrian: 2 Transit: 3 Vehicle: 1	Local streets that provide direct large truck access to industrial or large-scale commercial properties including the Seaside Auto Mall. Truck access is facilitated by providing a wider curb-to-curb width and/or restricting on-street parking, and enhancing the visibility of pedestrian crossings.	Clementina Ave The Mall	Local
1 = High Priority 2 = Medium Priority 3 = Low Priority				

*Bicycle Boulevard segments are shown on Figure 32 General Plan Bikeway Network Map.

Figure 21: General Plan Street Classification Map

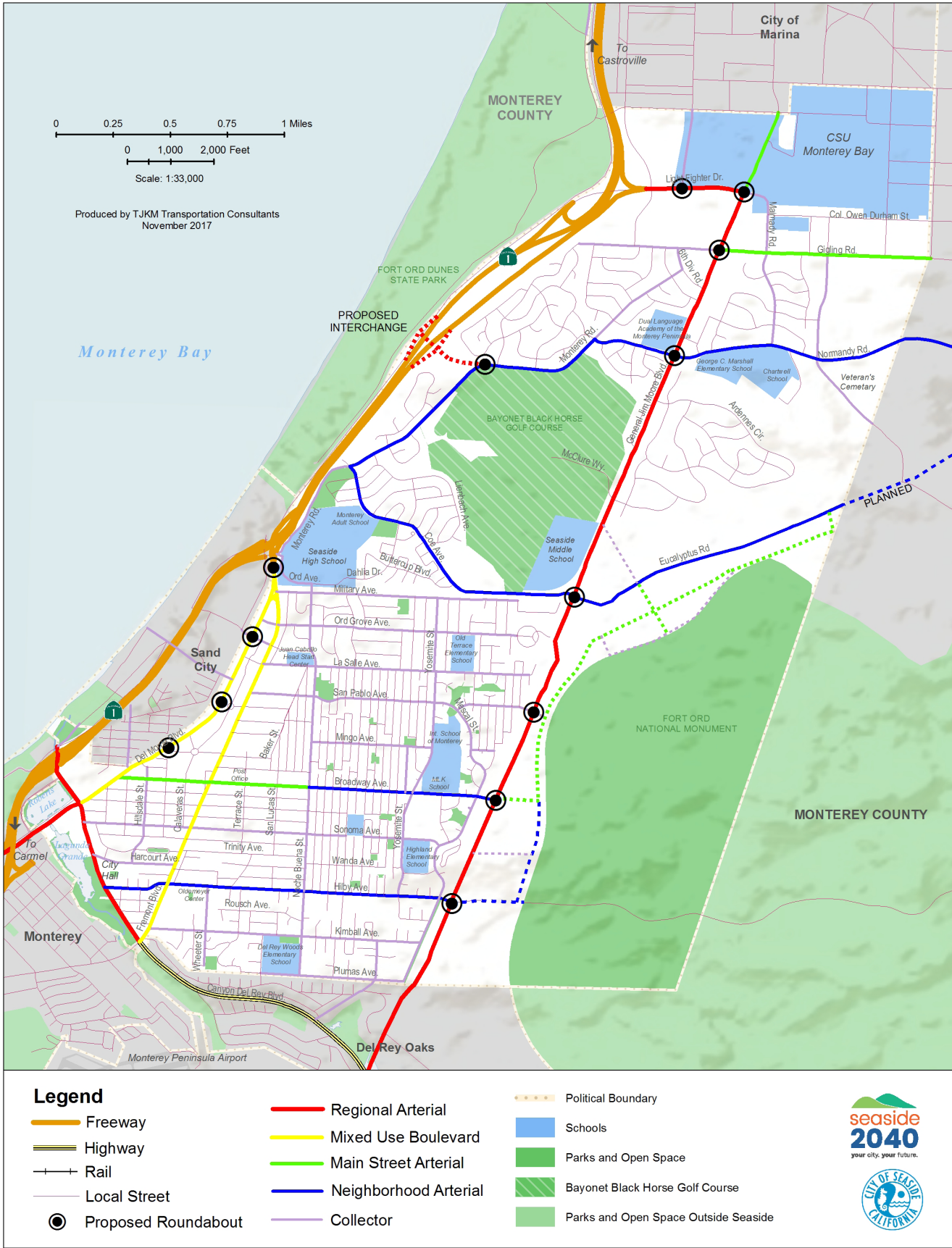


Figure 22: Street Cross Section Examples: Mixed Use Boulevard

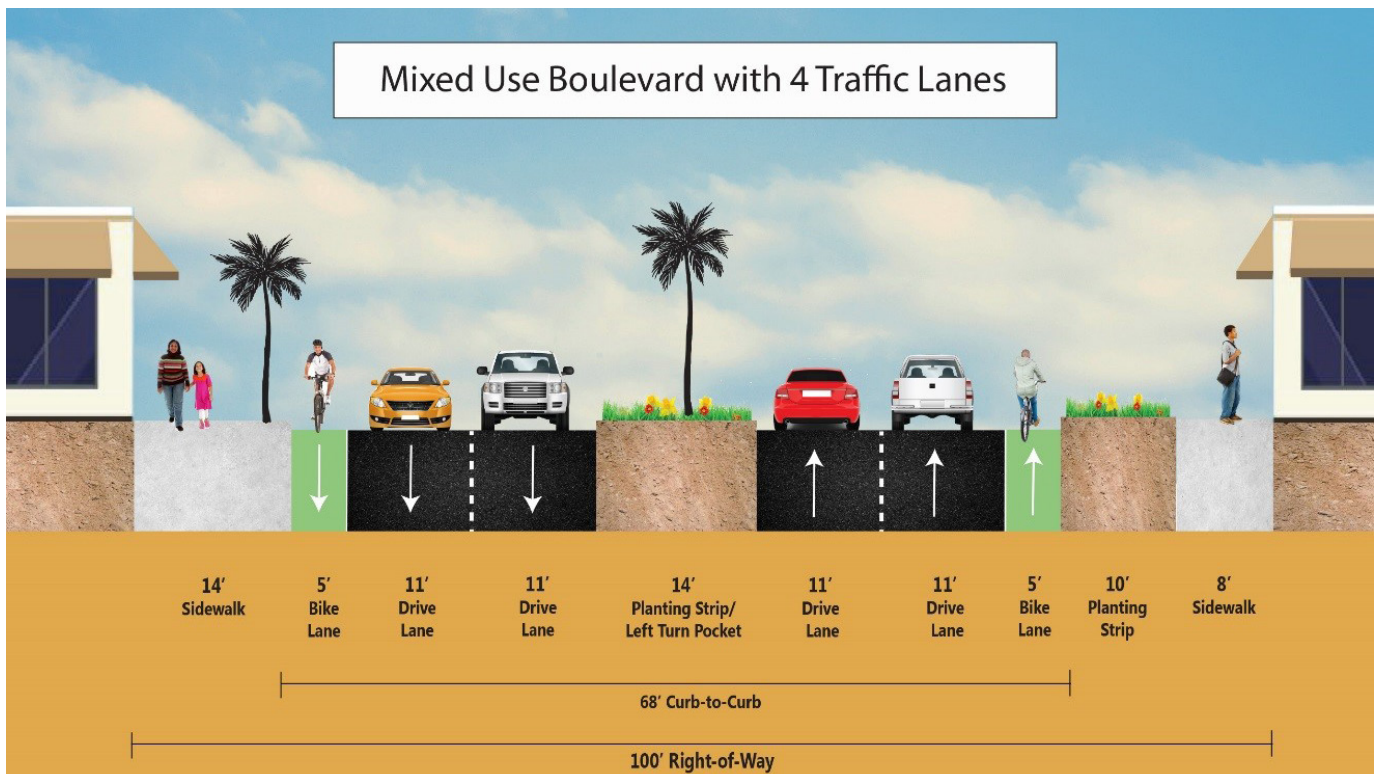
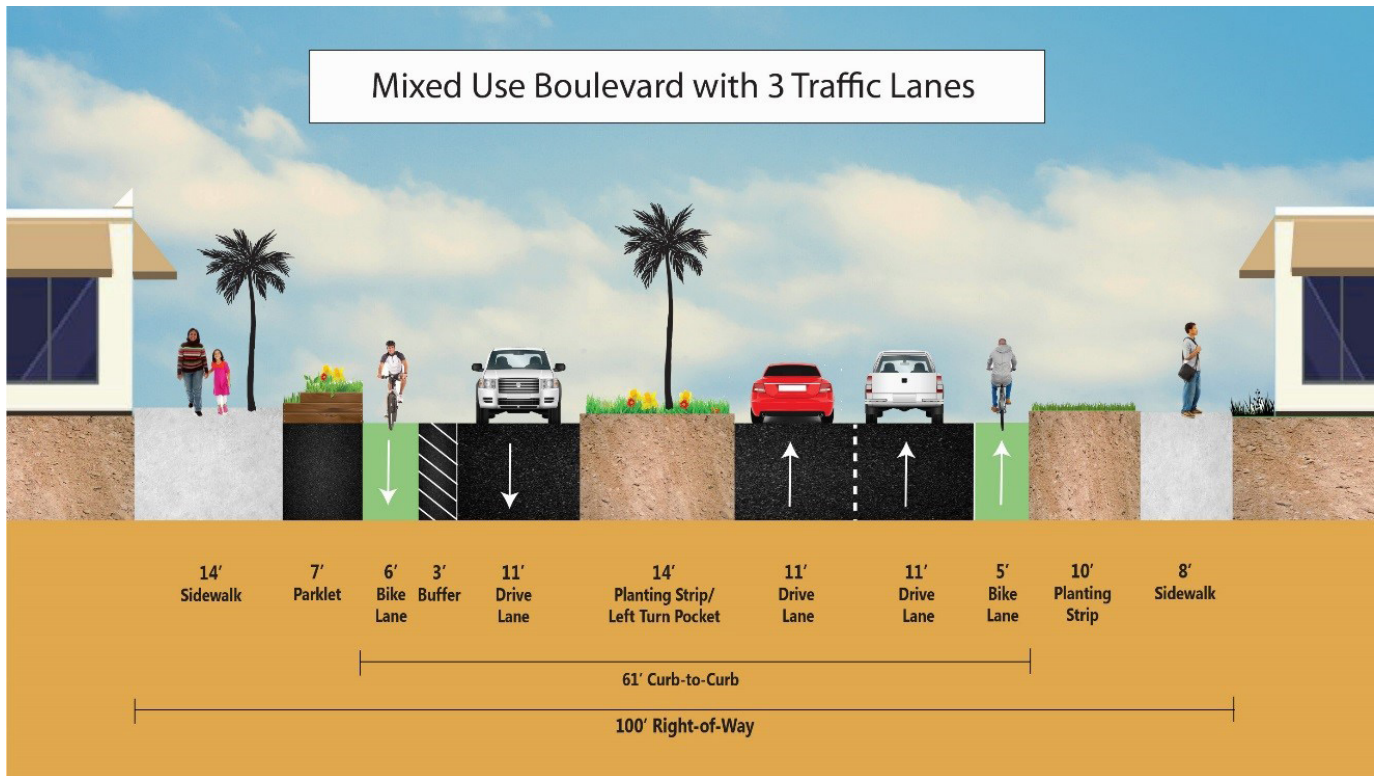
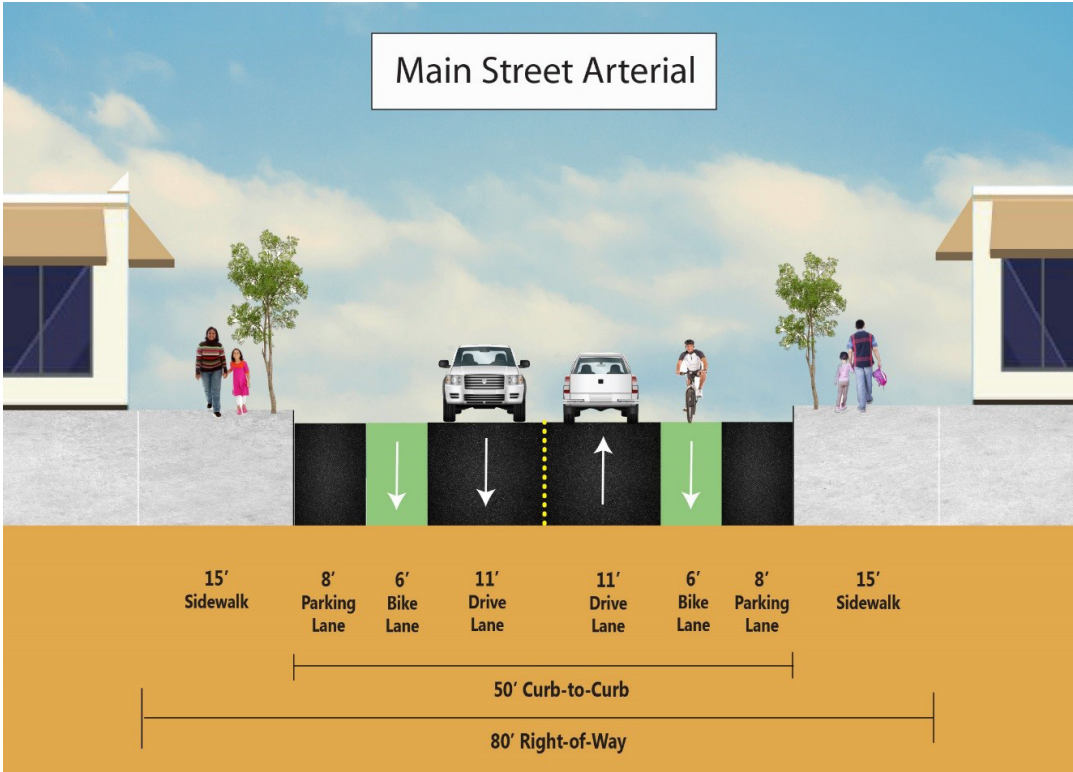


Figure 23: Street Cross Section Example: Main Street Arterial



Example of a typical “main street” arterial with pedestrian-oriented land uses.

Figure 24: Street Cross Section Example: Regional Arterial

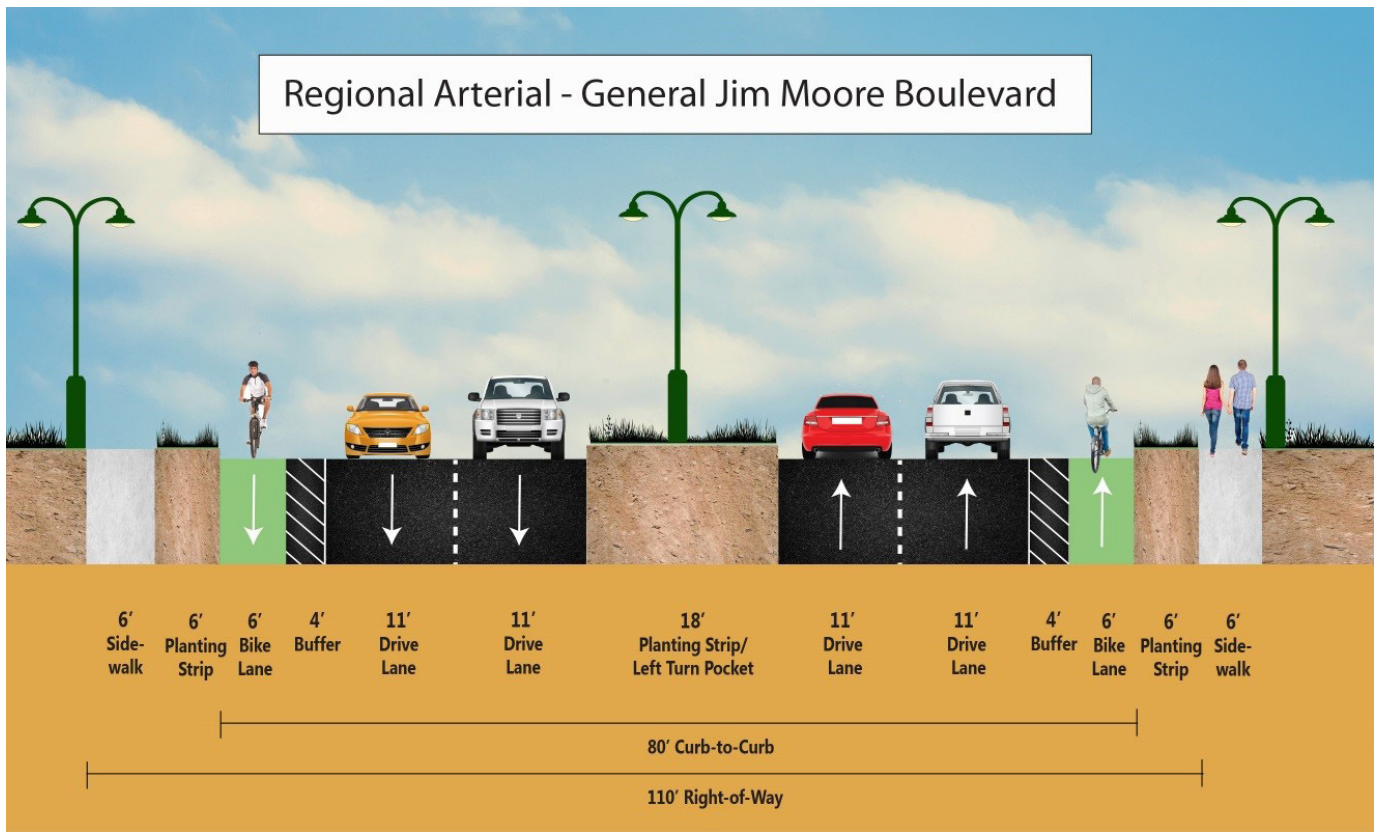


Figure 25: Street Cross Section Example: Neighborhood Arterial

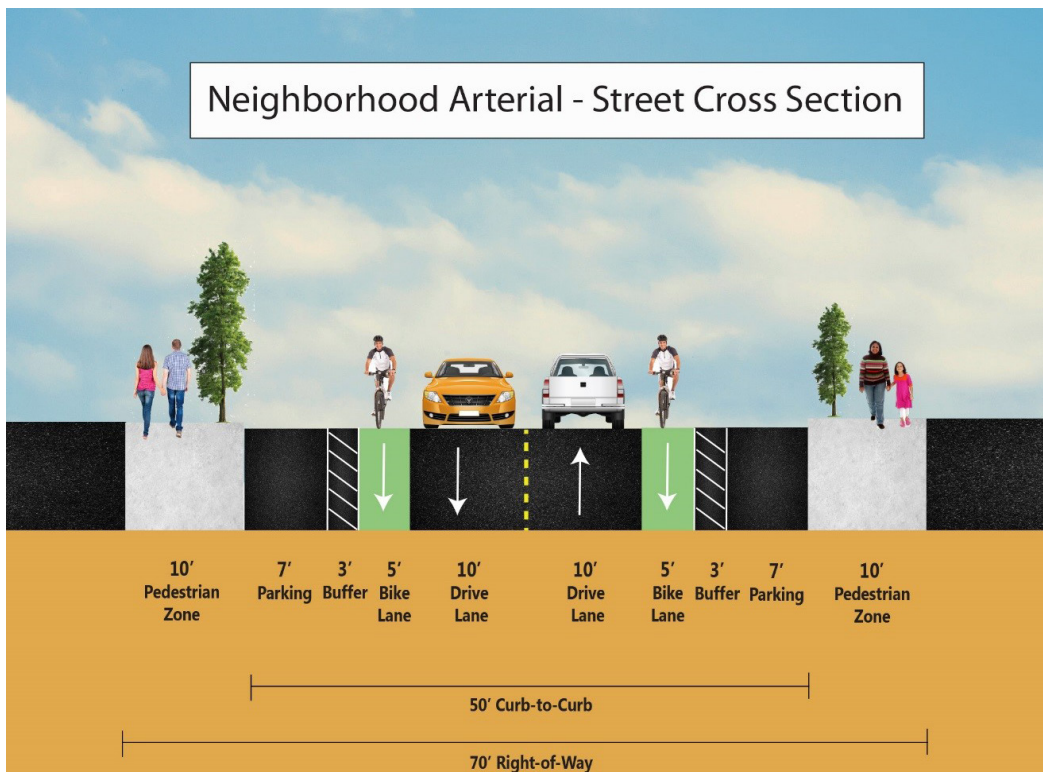


Figure 26: Street Cross Section Example: Collector Street

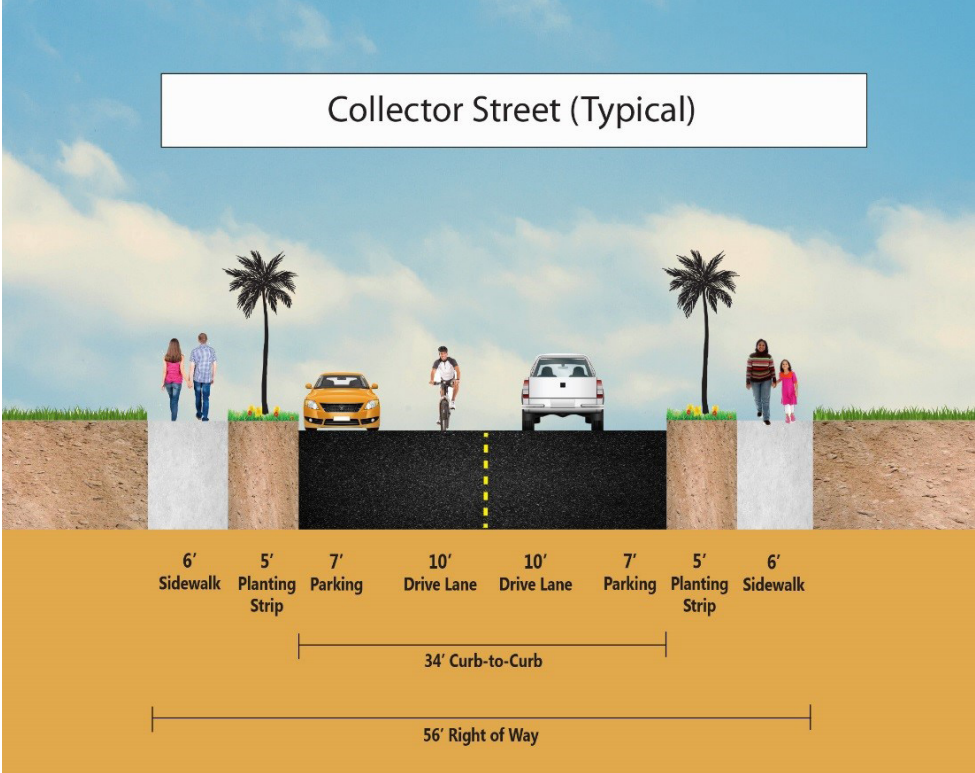
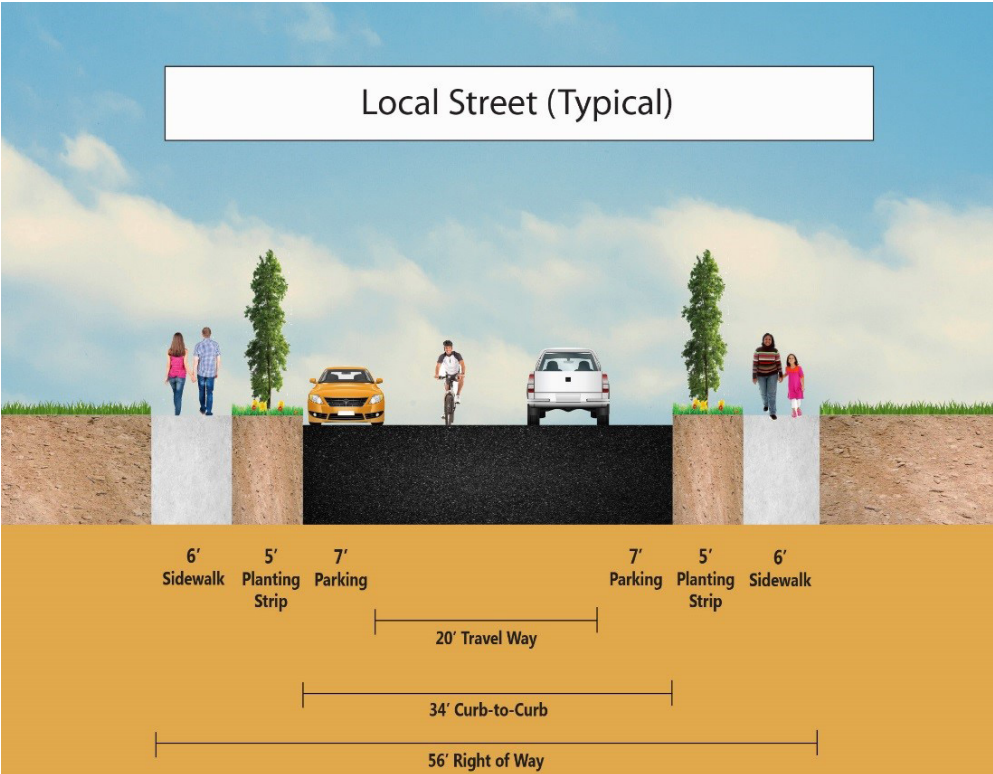


Figure 27: Street Cross Section Example: Local Street



Changes to Traffic Lane Configurations

The Mobility Element envisions the following physical modifications to reduce the number of motor vehicle traffic lanes (often referred to as “road diets”) to allow for a reallocation of roadway space on segments of key commercial streets with excess traffic capacity to other modes. The reallocation of roadway space will allow for pedestrian and bicycle enhancements to support complete street goals, and will result in safer pedestrian environments and shorter pedestrian crossing distances, while providing a combined capacity on Broadway and Del Monte Boulevards of three lanes in each direction (north and southbound). The “road diet” locations, as included on Figure 28, are on the following streets:

- **Broadway Avenue.** Reduction from four to two travel lanes between Del Monte Boulevard and General Jim Boulevard.
- **Del Monte Boulevard (north of Broadway).** Reduction from four to three travel lanes (two southbound, one northbound) between Broadway Avenue and Fremont Boulevard.
- **Fremont Boulevard.** Reduction from four to three travel lanes (two northbound, one southbound).

Figure 28: Future Lane Configurations

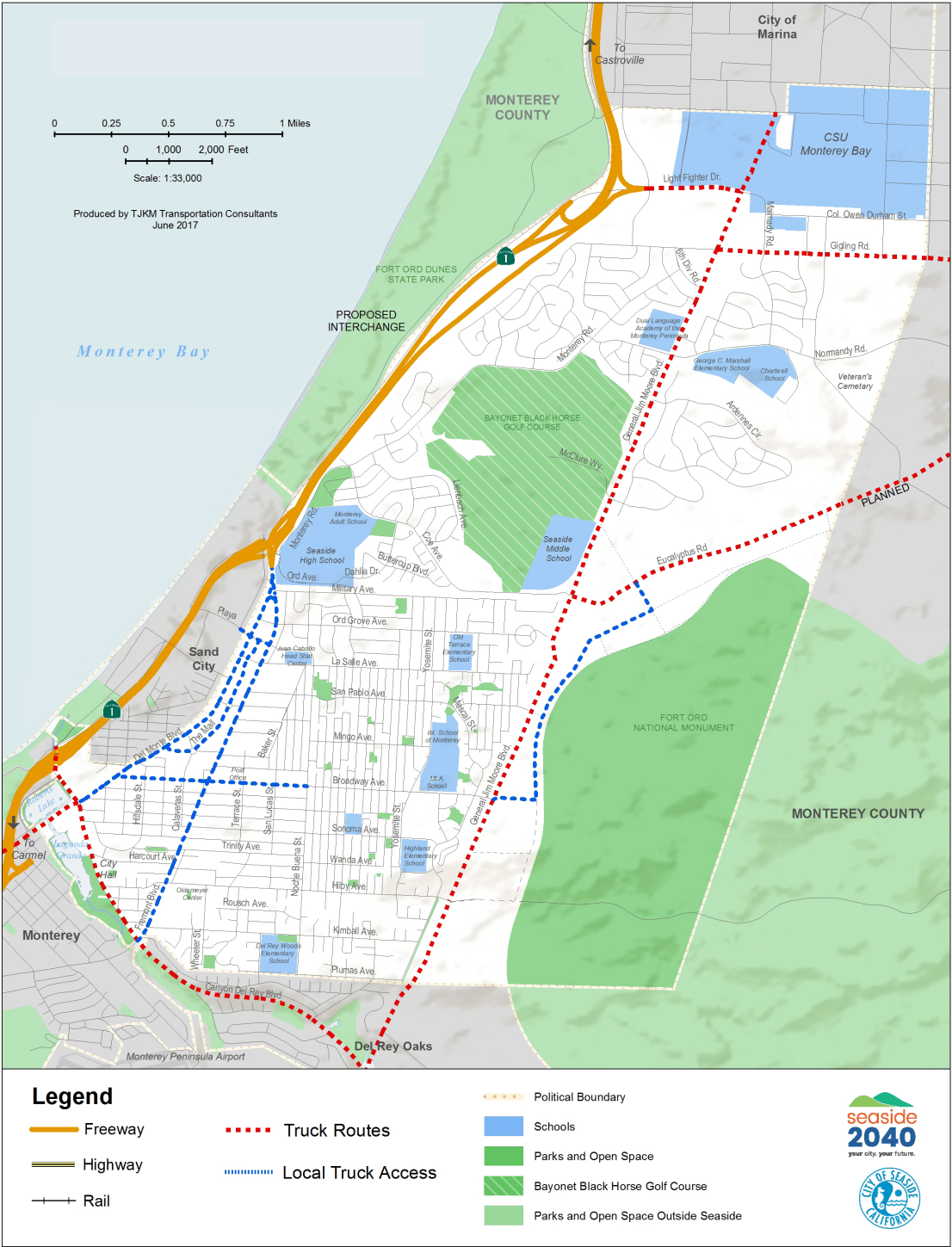


Truck Routes

The Mobility Element identifies designated truck routes to accommodate the regional circulation needs of large trucks, while discouraging truck travel through residential areas, and avoiding cut-through traffic by trucks passing through Seaside. In addition, local truck access streets are designated to ensure that deliveries can be made to local businesses. Restrictions on truck access would not apply to small delivery vehicles. Truck routes and local truck access streets are shown on Figure 29. Routes direct trucks to Highway 1 and SR 218.

through Seaside. In addition, local truck access streets are designated to ensure that deliveries can be made to local businesses. Restrictions on truck access would not apply to small delivery vehicles. Truck routes and local truck access streets are shown on Figure 29. Routes direct trucks to Highway 1 and SR 218.

Figure 29: Truck Route Map



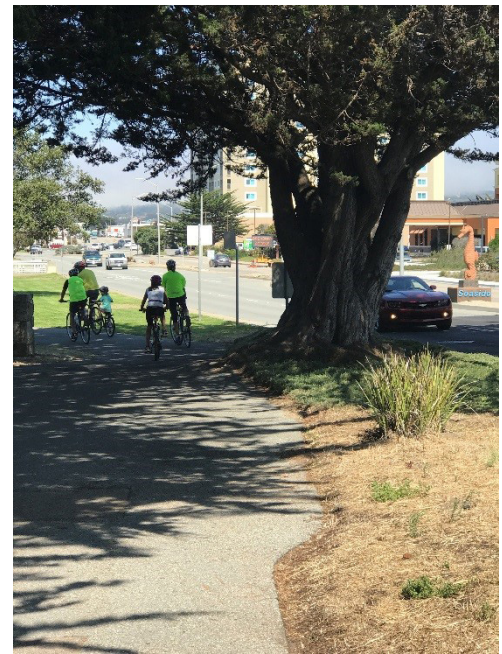
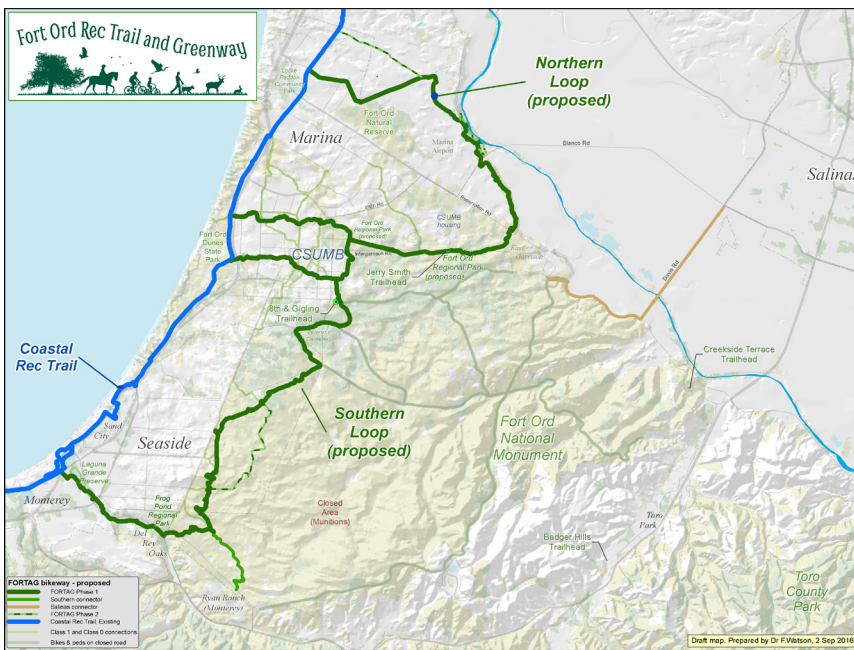
Bikeway Network Plan

This section describes the Mobility Element bikeway network plan. Increasing the convenience and use of bicycling as a daily form of transportation is a key goal of the Mobility Element. Increasing rates of bicycling will produce a number of community benefits including improved health, reduced traffic, less need for costly roadway improvement projects, and improved air quality. Biking and walking facilities provide recreational opportunities as well. Grant funding sources are often available to implement bikeway improvements.

Types of Bikeway Facilities

There are four classifications of bikeway facilities (Class I-IV) in California, as defined by the California Department of Transportation (Caltrans):

Multi-Use Paths (Class I Bikeways). A path physically separated from motor vehicle traffic by an open space or barrier, and either: within a highway right-of-way or within an independent right-of-way used by bicyclists, pedestrians, joggers, skater, and other non-motorized travelers. Because the availability of uninterrupted rights-of-way is limited, this type of facility may be difficult to locate and more expensive to build relative to other types of bicycle and pedestrian facilities, but less expensive compared to building new roadways. The planned bikeway network includes the Fort Ord Recreational Trail (FORTAG) that will connect Fort Ord, CSUMB and the existing paths along the coast. Funding by the Transportation Agency for Monterey County (TAMC) is supporting the planning and building efforts for the FORTAG trail.



Multi-Use Paths (Class I Bikeways) include the planned FORTAG Trail (left) and existing Monterey Recreational Trail (right).

Bicycle Lanes (Class II Bikeways). A portion of a roadway that has been set aside by striping and pavement markings for the preferential or exclusive use of bicyclists. Bicycle lanes are intended to promote an orderly flow of bicycle and vehicle traffic. This type of facility is established by using the appropriate striping, legends, and signs. The planned bikeway network includes Class II bicycle lanes on Broadway Avenue, Fremont Boulevard, Del Monte Boulevard, Monterey Road and Normandy Road.



Examples of Bicycle Lane (Class II Bikeway) treatments.

Bicycle Routes (Class III Bikeways). Class III bicycle routes are facilities where bicyclists share travel lanes with motor vehicle traffic. Bike routes must be of benefit to the bicyclist and offer a higher degree of service than adjacent streets. They provide for specific bicycle demand and may be used to connect discontinuous segments of bicycle lane streets. In addition, bicycle routes are located on residential streets. If the pavement width is sufficient and warranted by traffic volume/speeds, an edge line may be painted to further delineate the bicycle route. Bicycle routes are signed with the G-93 Bike Route marker, but no striping or legends are required. The planned bikeway network includes Class III bicycle routes on Hilby Avenue and Noche Buena Street.

Bicycle Boulevard (Class III Enhanced Bikeway). In addition, many cities have installed an enhanced type of Class III Bicycle Route, referred to as a “Bicycle Boulevard.” Bicycle Boulevards are generally installed on relatively low-volume streets and often include elements to facilitate bicycle travel, such as reorienting stop signs to reduce delays to cyclists, and/or discouraging use by motorists making through trips, such as including traffic calming measures. The planned bikeway network in Seaside includes Bicycle Boulevards on Sonoma Street, San Pablo Avenue, Military Avenue, and Baker Street/San Lucas Street.



Example of a Bicycle Route (Class III Bikeway).



Example of a Bicycle Boulevard (referred to here as a Class III-E Bikeway).

Separated Bikeway (Class IV Bikeways). A Class IV Bikeway is for the exclusive use of bicycles and includes a separation between the bikeway and adjacent vehicle traffic. The physical separation may include flexible posts, grade separation, inflexible physical barriers or on-street parking. Separated bikeways generally operate in the same direction as vehicle traffic on the same side of the roadway. However, two-way separation bikeways can also be used, usually in lower speed environments (35 miles per hour or less). The planned bikeway network includes Class IV separated bikeway segments on General Jim Moore and Canyon del Rey Boulevards, Lightfighter Drive and Gigling Road.

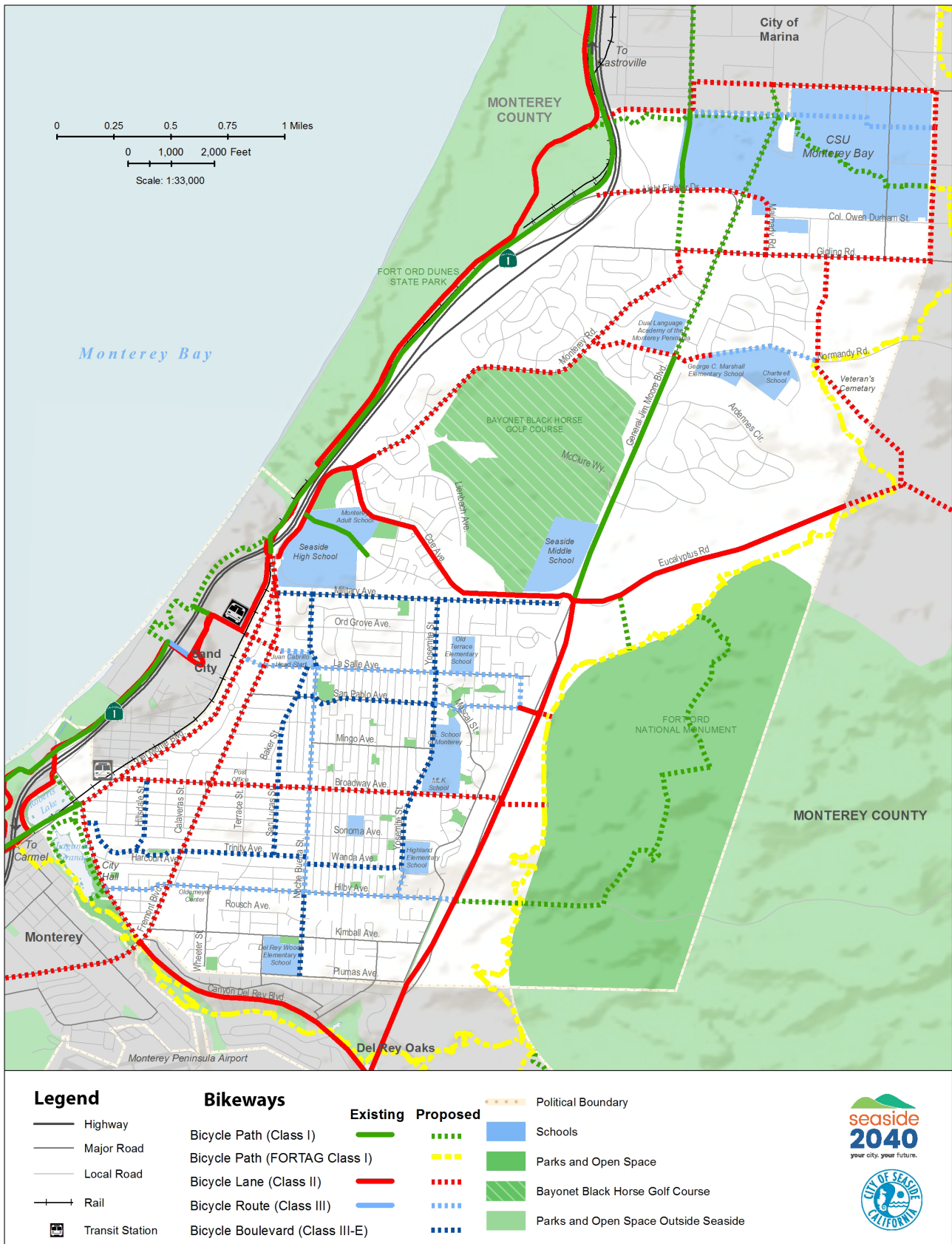
Planned Bikeways

Figure 30 illustrates the planned bikeway network. Planned facilities include bicycle lanes and/or separated bikeways on most arterial street segments. Once completed, the bikeway network will connect every neighborhood to the central core of the community, as well as to employment, shopping, and cultural amenities, in addition to educational, transit, and recreational facilities throughout Seaside. Bicycle facilities should be located in public and private development projects, and dedicated bicycle lanes should be included within street right-of-ways.



Class IV Bikeways provide exclusive separated lanes for the exclusive use of bicyclists.

Figure 30: General Plan Bikeway Network Map



Pedestrian Improvement Focus Areas

The Mobility Element identifies Pedestrian Improvement Focus Areas, as illustrated in Figure 31, where physical improvements, including ADA accessibility measures to enhance pedestrian circulation, should be planned, funded and constructed during implementation of the General Plan. This includes corridors adjacent to commercial or educational uses that have pedestrian constraints, coastal and recreational access routes, areas of potential new development, and connections between the historic Seaside core area and the former Fort Ord lands:

- 1. Lower East Broadway (Fremont Boulevard to Noche Buena Street):** Extend the planned streetscape improvements from West Broadway to enhance access to land uses on East Broadway.
- 2. Upper East Broadway (Noche Buena Street to General Jim Moore Boulevard):** Safe Routes to School improvements.
- 3. Coastal Access (Oldemeyer Center to Coastline):** Improve sidewalks and crossings between the Oldemeyer Center and Seaside's coastline via Hilby Avenue and Canyon del Rey Boulevard, including crossing enhancements at Canyon del Rey / Del Monte Boulevard and Hilby Avenue/Fremont Boulevard intersection.
- 4. Fremont Boulevard:** Pedestrian crossing improvements and wider sidewalks. Prioritize pedestrian crossing improvements at Fremont Boulevard and Hilby Avenue intersection.
- 5. Del Monte Boulevard:** Pedestrian crossing improvements and wider sidewalks.
- 6. Noche Buena Avenue:** Address pedestrian barriers, and evaluate potential traffic calming needs, on the Noche Buena Avenue corridor between Seaside High School and Del Rey Woods Elementary School. Evaluate potential improvements to Noche Buena Avenue and Military Avenue to improve multi-modal access to Seaside High School. Avoid measures that would negatively affect net operating speeds for MST JAZZ line service that operates on the segment between Hilby Avenue and La Salle Avenue.

7. La Salle Avenue: Reduce motor vehicle travel lane widths on La Salle Avenue in conjunction with potential traffic calming and pedestrian improvements, including Safe Routes to School (SRTS) improvements focusing on access to Old Terrace Elementary School.

8. Yosemite Street: Pursue SRTS funding to plan, design and implement pedestrian improvements along the Yosemite Avenue corridor, between Hilby and Military Avenues that provides access to multiple schools.

9. Seaside East: Provide pedestrian infrastructure, including connections to Seaside's historic neighborhoods and safe routes to schools, concurrent with development. Limit block lengths to 600 feet to provide a walkable environment.

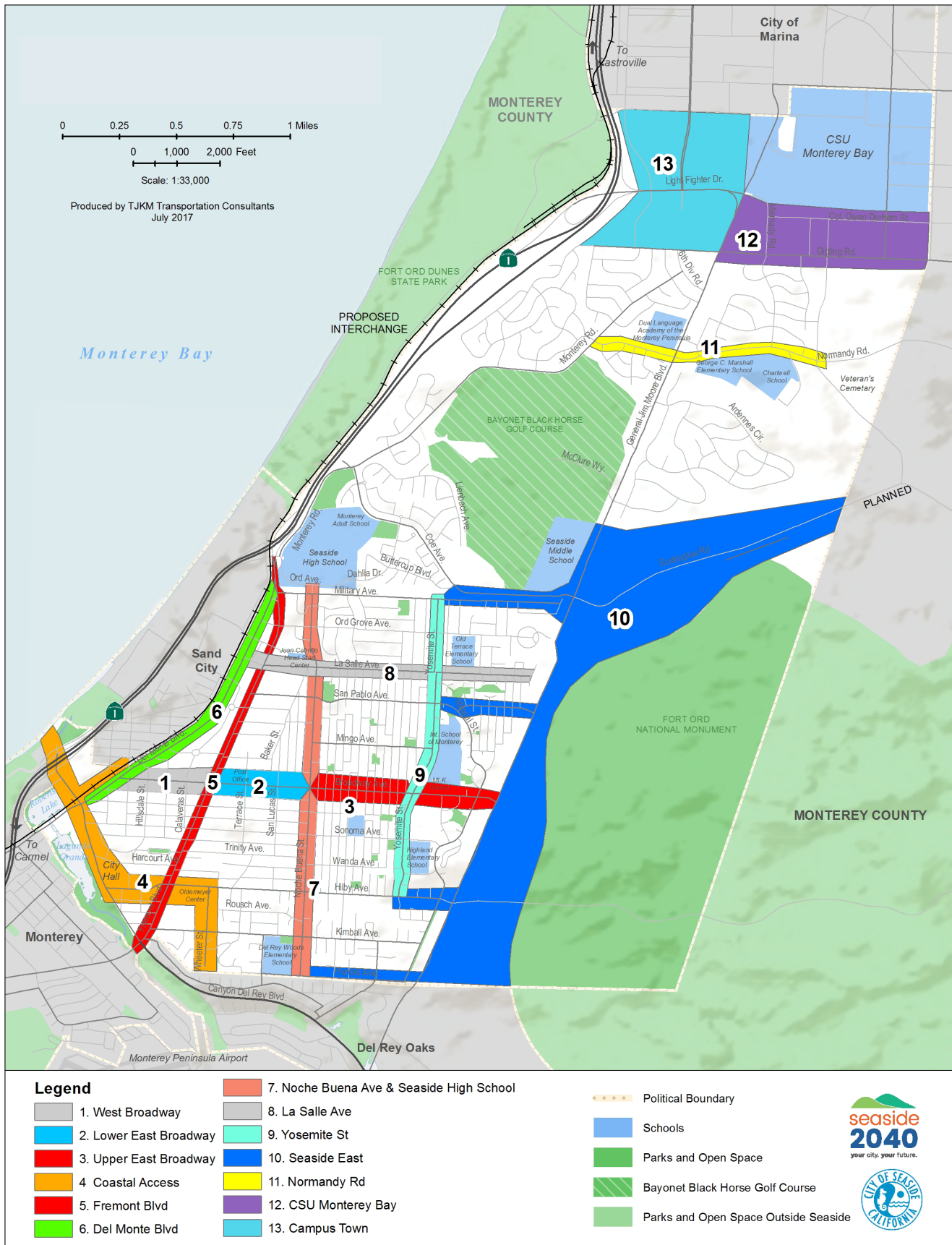
10. Normandy Road: Pursue SRTS funding to plan, design and implement pedestrian improvements along the Normandy Road corridor that provides access to several schools.

11. CSUMB: Encourage provision of pedestrian access and pedestrian facilities throughout the campus, coordinated with the CSUMB Campus Master Plan pedestrian components.

12. Campus Town: Pedestrian-oriented development components.

The City will also continue to identify additional areas within the existing community that would benefit from improved pedestrian facilities, as well as identifying funding to provide needed facilities. The City will continue to require new development and redevelopment to provide pedestrian facilities. Pedestrian walkway connections will be required to provide access to major destinations, as well as to other locations within the community, such as recreational and community facilities. The City will also prioritize route maintenance of existing facilities.

Figure 31: Pedestrian Improvement Focus Areas

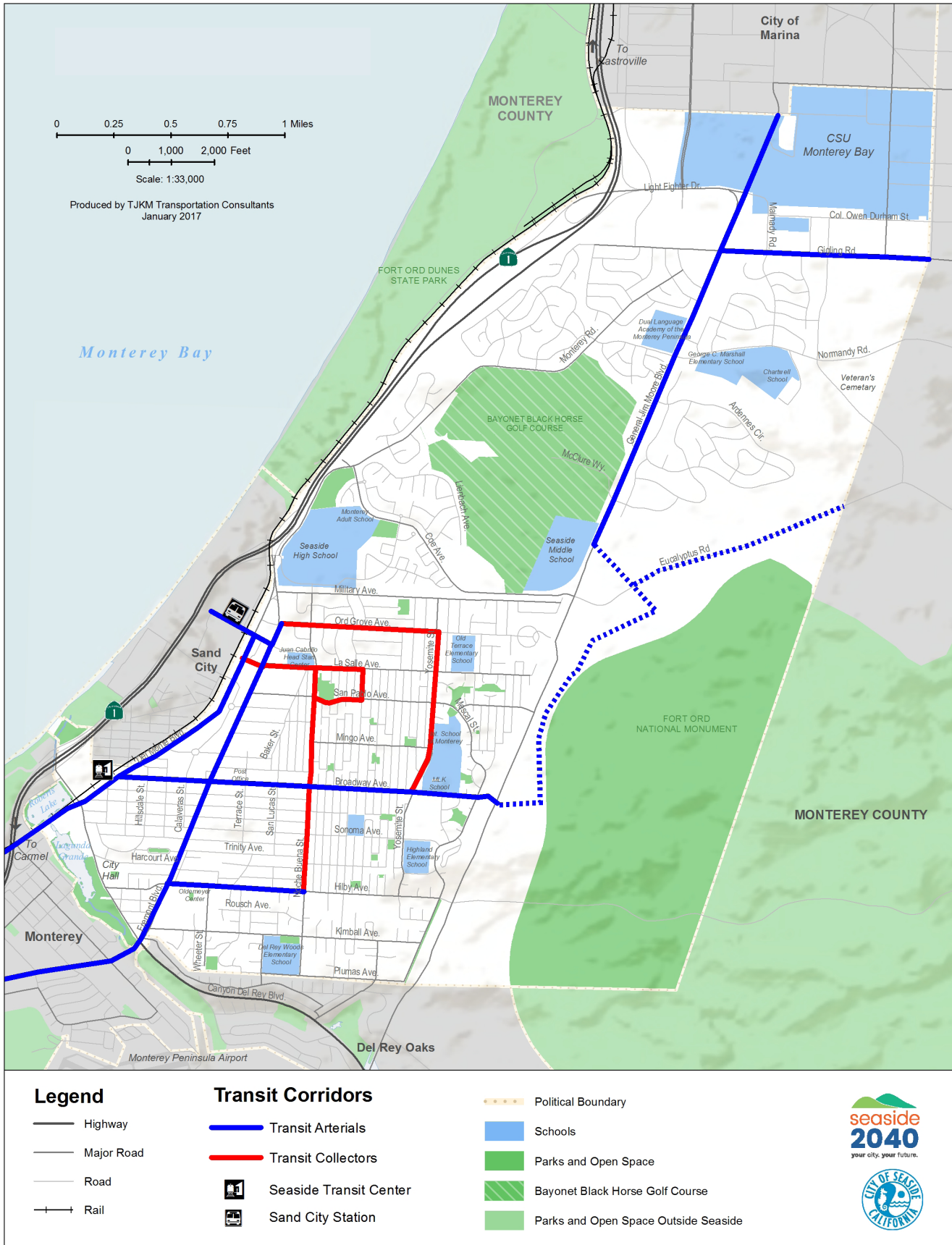


Transit Priority Corridors

Public transit plays an increasingly important role in the transportation network in Seaside. The Mobility Element identifies transit priority corridors, as illustrated on Figure 32. Street segments identified as “transit priority corridors” shall receive special consideration to ensure that:

- Future roadway improvements on priority transit corridors include transit access enhancements wherever feasible.
- Measures to reduce delay to transit vehicles are considered on priority transit corridors, such as queue-jump lanes and/or bus signal prioritization, where feasible.
- Future development on priority transit corridors provides bus stop improvements, or bus stop access improvements, concurrent with development.

Figure 32: Transit Priority Corridors



Goals and Policies

Goal M-1: A citywide network of “complete streets” that meets the needs of all users, including bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, public transportation, and seniors.

Intent: To make travel safe for users, including bicyclists, pedestrians, motorists, and transit vehicles, an access for riders and people of all ages and abilities. Complete Streets principles are incorporated into the General Plan, consistent with the California Complete Streets Act (AB 1358).

Policies:

- **Planning for all modes and transportation/land use integration.** Design streets holistically, using a complete streets approach, which considers pedestrians, bicyclists, motorists, transit users, and other modes together to adequately serve future land uses.
- **Universal access.** Incorporate universal design techniques to accommodate pedestrians of all ages and abilities. Ensure compliance with the ADA.
- **Commercial corridors and neighborhood connections.** Focus on improving automobile-oriented streets, such as Fremont Boulevard, Del Monte Boulevard, and East Broadway Avenue to support safe and comfortable access to retail and services by pedestrians, transit users, and bicyclists from adjacent neighborhoods and nearby destinations.
- **Reallocate space for Complete Streets.** Reallocate roadway space to allow complete streets improvements on streets with excess traffic capacity, including implementation of the following “road diets:”
 - Broadway Avenue: reduce to one motor vehicle lane per direction to provide space for bicycle lanes and wider sidewalks.
 - Fremont Boulevard: reduce to one southbound motor vehicle lane, to provide space for bicycle lanes and wider sidewalks while retaining on-street parking where desired.
 - Del Monte Boulevard: reduce to one northbound lane, to provide space for bicycle lanes and wider sidewalks while retaining on-street parking where desired.
- **CSUMB and former Fort Ord lands.** Increase multi-modal access to CSUMB and former Fort Ord lands.
- **Block length:** Limit block sizes to 600 feet to enhance multi-modal circulation and connectivity wherever feasible.
- **Alleys.** Maintain existing alleys as important resources for auto and pedestrian mobility.
- **Shared streets.** Encourage the concept of shared streets on low volume streets with limited right-of-ways, particularly on Seaside’s one-way streets.
- **Maintenance as funds allow.** Maintain all streets, on-street paths, and sidewalks in a state of good repair. Coordinate street improvements and maintenance with other major transportation and infrastructure improvement programs.
- **Public use of rights-of-way.** Allow for the flexible use of public rights-of-way to accommodate all users and support neighborhood placemaking activities, community events, and temporary public spaces.
- **Street trees.** Maintain street trees to enhance the pedestrian environment and support Seaside’s open space system and urban forest.
- **Wayfinding.** Provide wayfinding signage that helps travelers navigate to transit facilities, local and regional bicycle routes, public and cultural amenities, and visitor and recreation destinations.
- **Transportation performance measures.** Evaluate transportation performance holistically, taking into

consideration multi-modal system performance measures as a consideration of new mobility priorities. Transportation performance measures should emphasize the efficient movement of people.

- **Signal synchronization.** Promote signal synchronization in a manner that reduces travel time without negatively affecting pedestrians and bicyclists. Coordinate synchronization efforts with neighboring cities.
- **Balance transportation spending across modes.** Provide sufficient spending on transportation

improvements for each of the key travel modes to support the long-term viability and safety of each mode, as well as required maintenance.

- **Roundabouts.** Consider installation of roundabouts as shown on Figure 21.
- **Truck route designations.** As specific plans are developed for Seaside East, designate truck routes on roadways in commercial zones in cooperation with FORA and neighboring jurisdictions.

Goal M-2: Mobility options that serve the multi-modal access and travel needs generated by new development in a manner suitable to the local context.

Intent: To ensure new development includes multi-modal transportation components, and provide mechanisms for new development to pay its fair share of the cost of transportation improvements.

Policies:

- **Coordination with new development.** Improve the Seaside circulation system in concert with public and private land development and redevelopment projects.
- **Parking standards.** Maintain efficient and updated parking standards to ensure development provides adequate parking, while reducing reliance on automobiles.
- **Greenhouse gas emissions and vehicle miles traveled (VMT) reductions.** Support development and transportation improvements that help reduce greenhouse gas emissions and VMT in line with AMBAG targets for the Sustainable Communities Strategy. Strive to reduce VMT below regional averages on a “per resident” and “per employee” basis.
- **Street design standards.** Update and maintain street design standards consistent with the goals of the National Association of City Transportation Officials (NACTO) Urban Street Design Guide that optimize multi-modal mobility.
- **Traffic calming.** Consider the implementation of traffic calming measures to reduce speeding and make streets user-friendly for all modes of transportation, including pedestrians and bicyclists.
- **Multi-modal connectivity.** Promote pedestrian and bicycle improvements that improve connectivity between existing and new development.
- **Pedestrian amenities.** Require new development and redevelopment to increase connectivity through direct and safe pedestrian connections to public amenities, neighborhoods, shopping and employment destinations throughout the city.
- **Landscape treatments.** Encourage landscape strips between streets and sidewalks on all new and/or improved streets, when feasible.
- **Car sharing and bike sharing in commercial areas.** Explore car-sharing and bicycle-sharing opportunities throughout the city.

Goal M-3: Pedestrian facilities that connect land uses, address safety concerns, and support land use and urban design goals.

Intent: To prioritize the provision of pedestrian improvements and ensure that adequate pedestrian access is provided to land uses and destinations.

Policies:

- **Pedestrian paths and sidewalks.** Provide adequate sidewalk widths and clear paths of travel based on the street classifications, neighboring land uses, and anticipated pedestrian demand.
- **Pedestrian amenities.** Widen sidewalks in areas of high pedestrian activity to provide space for streetscape improvement and amenities, as appropriate and feasible.
- **Pedestrian access to land uses.** Provide pedestrian access to all land uses in Seaside.
- **Pedestrian Improvement Focus Areas.** Allocate resources and/or pursue funding to plan and construct pedestrian improvements in the pedestrian improvement focus areas shown on Figure 31.
- **Crossings at barrier locations.** Enhance pedestrian and bicycle crossings and pathways at key locations across physical barriers such as highways and road barriers.
- **Pedestrian facility maintenance.** Allocate funds for adequate regular maintenance of pedestrian facilities. Ensure existing facilities are maintained to continue compliance with accessibility standards. Maintain clearly marked crosswalks.

Goal M-4: Accessible regional connections to parks, recreational facilities, and open space.

Intent: To ensure that mobility network planning is coordinated with related planning efforts pertaining to parks, recreational facilities, and coastal access.

Policies:

- **FORTAG trail.** Support implementation of the FORTAG regional walking and bicycling trail. Coordinate with FORTAG on trail design and connectivity.
- **Trail art.** Enhance walking and biking trails with public art, including infrastructure facilities, installations, and programming.
- **Connections to Fort Ord National Monument.** Promote the development of safer routes and trails connecting Seaside to the National Monument, and support provision of visitor serving amenities that complement bicycling.
- **Coastal access.** Promote the development of safer routes and trails connecting Seaside to the coast.

Goal M-5: A citywide bicycle network that connects residential, commercial, educational and recreational uses, and earns Seaside the reputation of a bicycle-friendly city.

Intent: To prioritize completion of the citywide bikeway network and ensure that adequate bicycle circulation and access is provided throughout Seaside and to/from regional designations.

Policies:

- **Bikeway network completion.** Strive to complete the citywide bicycle network to create a full network of bicycle facilities throughout Seaside.
- **Funding for bikeway improvements.** Increase the share of bicycle facility improvements included in the City's Capital Improvement Program.
- **Bicycle Master Plan.** Update the City of Seaside Bicycle Transportation Plan on a regular basis, typically every five years.
- **Bikeway design guidelines.** Refer to the NACTO Urban Bikeway Design Guide when designing bikeways in Seaside.
- **Bicycle program staff.** Dedicate City staff to the management of bicycle related projects and programs.
- **Bicycle encouragement and events.** Encourage bicycling by sponsoring and/or supporting community outreach events that promote bicycling, such as Bike Month, Bike to Work/School Events, and the Safe Routes to School Program.
- **Bicycle facilities and commercial areas.** Install bicycle amenities, including bicycle lanes, parking and storage, and wayfinding and signage throughout Seaside's commercial areas as appropriate.
- **Bicycling and law enforcement.** Ensure bicycle-friendly laws and ordinances are in place and enforced by law enforcement.
- **Bicycle parking requirements for new development.** Ensure future development meets Seaside Municipal Code requirements for bicycle parking spaces.
- **Bicycle parking requirements for existing development.** Develop a retrofit program to make it easier to add bicycle parking to existing buildings. This could include example layouts and simplifying the permitting process,
- **Bicycle commute programs.** Encourage employers to provide shower and locker facilities for bicycle commuters.



Bike Day in Seaside.

Goal M-6: Transit service that is frequent and convenient, and maximizes ridership potential for residents, employees and visitors.

Intent: To enhance local support for transit improvements and efforts to increase service frequency and ridership, anticipate future transit opportunities, and consider measures to enhance transit-operating speeds on priority transit corridors.

Policies:

- **Funding for transit Improvements.** Support the collection of transportation impact fees to augment transit operational costs and funding for physical improvements to enhance transit.
- **Transit Priority Corridors.** Provide measures to reduce delay to transit vehicles on priority transit corridors, such as queue-jump lanes and/or bus signal prioritization, where feasible, on transit-priority street segments as shown in Figure 32.
- **Coordination with transit agencies.** Coordinate with local and regional transit agencies to improve and increase transit service, infrastructure, and access to the city.
- **Transit amenities.** Support right-of-way design and amenities consistent with local transit goals to make it easier to get to transit services and improve transit as a viable alternative to driving.
- **Transit stop maintenance is provided.** Work with local and regional transit agencies to ensure that transit stops are maintained in a safe, clean, and attractive condition to encourage transit ridership.
- **Monterey Branch Railroad right-of-way.** Promote the preservation of opportunity to transform the abandoned Monterey Branch railroad right-of-way for future transit, pedestrians and bicyclists, or other modes.
- **Emerging transit technologies.** Continue to explore emerging transit technologies and their citywide applicability.
- **Transit program staff.** Identify City staff to coordinate transit-related projects and programs with local and regional transit agencies.
- **New bus infrastructure.** Plan for significant improvements to existing infrastructure on former Fort Ord land, including the development of bus stop location plan.



Bus Stop in Seaside.

Goal M-7: A safe transportation system that eliminates traffic-related fatalities and reduces non-fatal injury collisions.

Intent: To encourage programs and improvements aimed at the elimination of traffic fatalities (often referred to as “vision zero” programs).

Policies:

- **Safety Improvements.** Provide safety improvements, and prioritize pedestrian circulation over other travel modes, along high-injury and fatality streets and intersections.
- **Safe Routes to Schools.** Promote Safe Routes to Schools programs for all schools serving the City.
- **Safety and traffic calming.** Use traffic calming methods within residential and mixed-use areas, where necessary, to create a pedestrian-friendly circulation system.
- **Safety for all modes.** Ensure that planned non-transportation capital improvement projects, on or near a roadway, consider safety for all modes of travel during construction and upon completion.
- **Community engagement.** Engage the community in promoting safe walking and bicycling through education and outreach.
- **Context sensitive design and speeds.** Maintain context-sensitive, safe speeds on Seaside streets.
- **Safety monitoring.** Monitor high-priority corridors and intersections to better understand the potential benefits of improvements.
- **Emergency access.** Ensure that adequate emergency vehicle access is provided.
- **Video enforcement.** Explore the use of video surveillance for traffic enforcement.
- **Discourage truck traffic in residential areas.** Reduce impacts on residential neighborhoods from truck traffic and related noise.

Goal M-8: Well-managed commercial parking that supports Seaside's businesses and limits impacts on adjacent residential neighborhoods.

Intent: To ensure that parking policies, standards and parking management mechanisms will result in an adequate provision of commercial parking, provides flexibility where appropriate – such as through shared parking provisions - and avoids resulting in an oversupply of commercial parking.

Policies:

- **Parking authority.** Consider creating a Parking Authority to implement and enforce parking districts.
- **On-street motor vehicle parking in commercial areas.** Manage on-street parking in commercial areas, including West Broadway Urban Village, East Broadway Avenue, and Fremont Boulevard, to encourage short-term use through time limits and fees.
- **Parking revenues:** Dedicate a portion of parking revenue to be invested back into the district or corridor in which they are generated.
- **Bicycle parking in commercial areas.** Provide convenient bicycle parking designed to meet the needs of employees, visitors and shoppers. Encourage innovative and aesthetic design that improves and enhances bicycle racks and their security.
- **Shared parking and “park once” strategies.** Facilitate park-once and shared parking policies among private developments that contribute to a shared parking supply in areas including the West Broadway Urban Village, the Auto Center, and along the city's commercial corridors.
- **Commercial parking intrusion into residential neighborhoods.** Protect residential neighborhoods from the parking impacts of nearby traffic generators by allowing for the creation of residential parking districts.
- **Maximum parking limits for commercial development.** Through the zoning code, establish parking maximums for new commercial developments.
- **Parking lot design:** Ensure parking lots for new development are carefully designed to reduce their overall impact by:
 - Providing only the necessary parking supply to meet a demonstrated demand.
 - Placing parking lots behind or on the side of buildings.
 - Screening and buffering lots from adjacent residential areas, streets, and the sidewalks.
 - Promoting landscaping, especially storm water detention areas in lots.
 - Minimizing curb cuts to reduce conflict between pedestrian and bicyclists.
 - Providing sufficient pedestrian pathways that connect to store fronts.



Parking Lot Design at City Center in Seaside.

Goal M-9: Minimize the impact of motor vehicle parking on residential neighborhoods.

Intent: To ensure that parking policies and standards for residential development result in an adequate and efficient supply of parking.

Policies:

- **Shared parking and unbundling of parking costs.** Allow parking innovation (including shared parking and unbundling) that reduces the overall number of parking stalls and parking surface area provided by new development.
- **Residential parking program.** Create a preferential, time-restricted residential parking program to preserve parking spaces for residents and visitors and discourage long-term parking on City streets. Fees should be charged for each permit, and a limited number should be granted to each address.
- **Overnight parking.** Restrict overnight on-street parking to discourage use by non-residents and campers.
- **Abandoned vehicle parking.** Continue to improve the parking system to identify and remove abandoned vehicles.
- **Shared parking with institutional uses.** Encourage institutional uses (such as churches, schools, etc.) in or adjacent to residential neighborhoods to share available parking with residents or nearby businesses in the area.
- **Parking enforcement.** Ensure adequate funding for parking enforcement.

Goal M-10: Environmentally sustainable transportation.

Intent: To augment the complete streets goals and policies with mobility policies focused on sustainability components.

Policies:

- **Low Impact Development.** Incorporate low-impact development techniques into designs and strategic management of street space and public right-of-ways, prioritizing practices that improve stormwater quality and reduce run-off and can serve dual infrastructure purposes.
- **Transportation demand management (TDM).** Promote TDM measures for new development. Measures may include subsidized transit passes, car share spaces, unbundled parking, and secured bicycle parking. Allow the City to provide incentives to new projects that provide TDM measures.
- **Car sharing and neighborhood electric vehicles.** Promote car-sharing, alternative fuel vehicles, and neighborhood electric vehicles to reduce traffic.
- **Electric vehicle charging stations.** Support the development of a network of electric vehicle charging stations throughout Seaside.
- **Preferential parking for carpools, vanpools and electric vehicles.** Encourage commercial, office, and flex development to provide preferred parking for carpools, vanpools, and electric vehicles.

Goal M-11: Integrate Seaside’s circulation system with the larger regional transportation system to ensure the economic well-being of the community.

Intent: To ensure that planning and implementation of mobility improvements in Seaside continues to be coordinated with regional planning efforts and neighboring jurisdictions.

Policies:

- **Participation in regional planning efforts.** Continue to participate in regional projects and infrastructure planning to ensure consistency with local planning and pursue funding for City transportation projects.
- **Coordination with neighboring jurisdictions and planned regional improvements.** Continue to coordinate pedestrian and bicycle improvements with the plans of neighboring jurisdictions and the region.
- **TAMC and countywide planning efforts.** Continue to support the overall vision, goals, objectives and policies as a partner in TAMC. The City recognizes the regional significance of connecting bicycle and pedestrian facilities, sharing consistent guidelines, needs, and preferences within the City and the greater Monterey County.
- **Regional transit.** Continue to support and encourage development of TAMC’s planned regional transit projects and coordinate service and facilities for new development and redeveloped parts of the City.



WELCOME!
To the City of San Jose
Children's Park

THE SAFEST WAY TO PLAY
Please read the following safety rules:
1. No running or rough play.
2. No climbing on equipment.
3. No swinging on swings.
4. No playing on slides.
5. No playing on the spring rider.
6. No playing on the climbing frame.
7. No playing on the play structure.
8. No playing on the play structure.
9. No playing on the play structure.
10. No playing on the play structure.



chapter seven

PARKS AND OPEN SPACE

Easy access to safe and well-maintained parks, open space, and recreation facilities is vital to Seaside as a community. Quality green spaces can encourage physical activity, improve well-being, provide a respite from developed areas, serve as habitat for native species, and provide an aesthetic backdrop to the city. Taken together, such parks and natural areas can contribute to a healthy, more livable, and attractive urban environment. In addition, parks and open space provide urban sanctuaries that reduce stress and promote good mental health, accommodate trees and vegetation that reduce the heat-island effect of paved developed areas. The City is committed to supporting community-led efforts to protect and improve existing green spaces, build social capital, enhance natural habitat, protect scenic views, and broaden support of conservation.

This chapter covers these topics:

- *Park types and needs*
- *Regional parks and open spaces*
- *Seaside coastal zone*
- *Recreational facilities*
- *Recreational programming*

Statutory Requirements

The Seaside Parks and Open Space Element meets state of California requirements for the Open Space Element as defined in Sections 65302(d) and 65302(e) of the Government Code, California Coastal Act requirements. State law requires all general plans to contain an Open Space element. Over and above the State requirements for a Parks and Open Space Element, this chapter includes policy guidance about recreation services and facilities in the city.

California Coastal Act

The California Coastal Act requires that the City's Local Coastal Program (LCP) contain specific coastal access and beach management components to ensure public access to the coastal and public recreation areas is provided. This Element is consistent with the LCP and contains goals and policies related to intergovernmental coordination, protection of scenic views, enhanced coastal access, and identifying and preserving environmentally-sensitive habitat.



Blackhorse and Bayonet Golf Courses.



Fernando Park clean-up.

Setting the Scene

Parks and recreation facilities provide a critical benefit to the city. They provide space for active and passive recreation, enhance the visual appearance of the city and contribute to increased residential and commercial property values, among other benefits. New and well-maintained parks and open space are essential to the quality of life of existing and future residents.

Existing Parks and Recreational Facilities

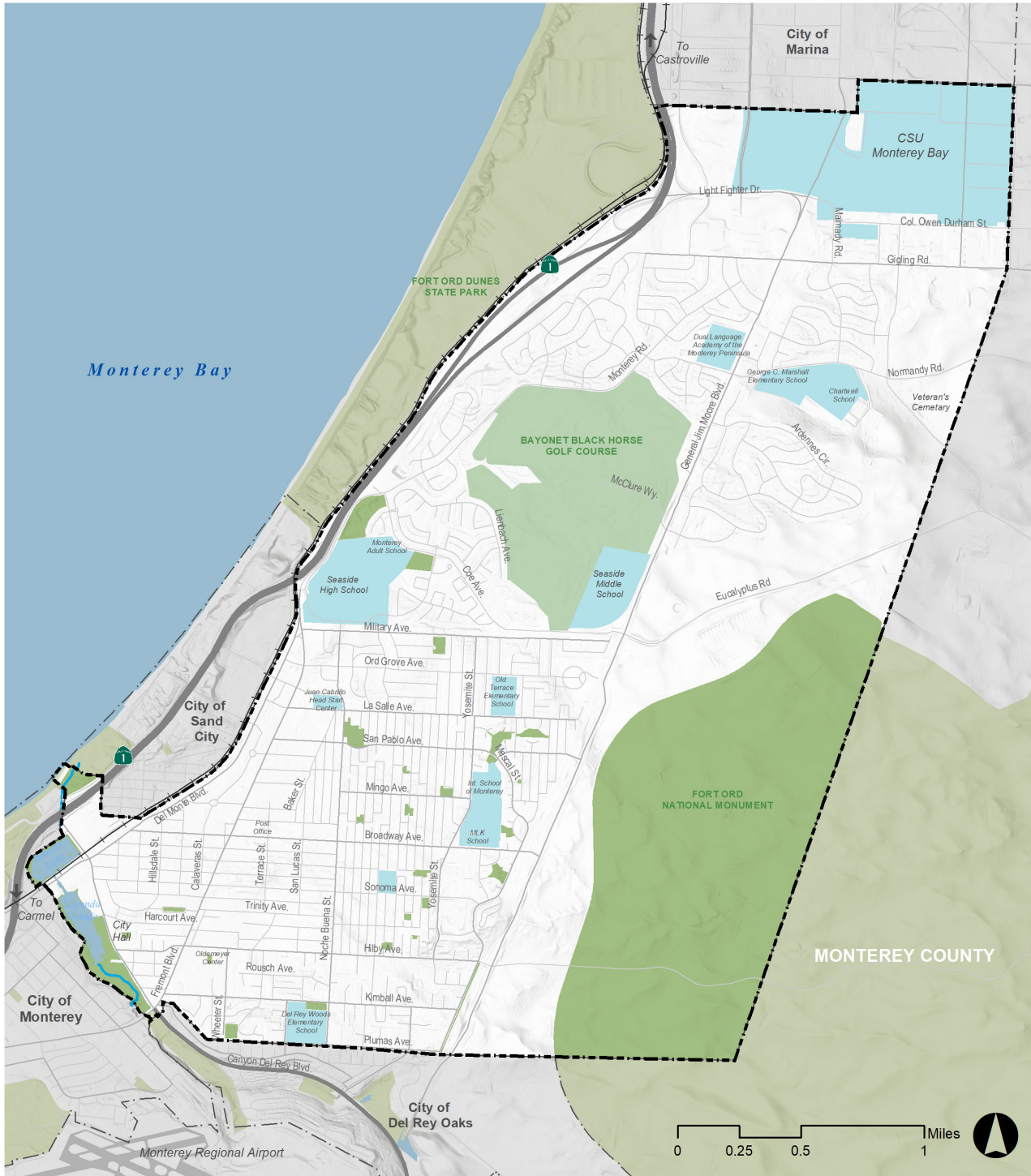
As shown in Table 13, the City of Seaside owns and maintains twenty-eight park and recreational sites totaling approximately 55 acres. In the Seaside city limits, there are other large open space areas, including the Bayonet and Black Horse golf courses (359 acres), the Fort Ord National Monument lands (918 acres), and the Seaside Beach (6 acres). These additional open space areas total 1,333 acres. Figure 33 illustrates the distribution of parks and open space in City.

Currently, the City provides nearly 13 acres of park space per 1,000 residents within a combination of mini, neighborhood, community, regional, and golf course park types. This ratio exceeds the California Quimby Act target of 3.0 acres per 1,000 acres (CGC 66477). With the addition of over 12,000 new residents expected by 2040, maintaining 13.0 acres per 1,000 residents would require an additional 180 acres of new parks and open space. Seaside's demographics – with more children than the County average – highlights the demand for new park spaces, but the buildout of Seaside East alone is anticipated to add new open space. Similarly, it is

anticipated that the Fort Ord National Monument will open and provide access to over 900 acres within Seaside. This would achieve a ratio greater than 28 acres per 1,000 residents in 2040.

Seaside's parks are generally spread out across the City, with some areas being better served than others. Many residents in the Terrace West, Terrace East, and Olympia neighborhoods (see Figure 33) are more than a ½ mile walk from a park. These neighborhoods have some of the highest population densities, greatest number of children, and largest BIPOC populations. Improving access to parks and open spaces by adding new green spaces, re-programming unused spaces for public use, and improving pedestrian and bicycle connections to existing parks and open spaces can make it easier for Seaside residents to use public spaces, especially in these neighborhoods.

Figure 33: Existing Parks and Open Spaces



- | | | | |
|--|-------------|--|---------------------------|
| | City Limits | | Schools |
| | Rail | | City Parks and Open Space |
| | Highway | | Golf Course |
| | Major Road | | Context Parks |
| | Local Road | | Monterey Airport Runway |
| | Streams | | Monterey Bay |



Sources: City of Seaside (2016); Fort Ord National Monument (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022), USGS & NOAA (2016).

Table 12: Parks and Recreational Areas by Type

	Park Name	Acres	Park Type
1	Beta Park	1.1	Mini
2	Capra Park	0.8	Mini
3	Durant Park	0.5	Mini
4	Ellis Park	0.4	Mini
5	Farallones Park	0.8	Mini
6	Fernando-Montgomery Park	0.1	Mini
7	Highland-Otis Park	1.2	Mini
8	Manzanita-Stuart Park	0.8	Mini
9	Martin Park	0.6	Mini
10	Portola Leslie Park	1.1	Mini
11	Sabado Park	0.4	Mini
12	Trinity Park	0.8	Mini
13	Havana Soliz Park	2.6	Neighborhood
14	Lincoln Cunningham Park	2.9	Neighborhood
15	Mescal-Neil Park	2.2	Neighborhood
16	Metz Park	2.1	Neighborhood
17	Pacchetti Park	1.7	Neighborhood (Dog Friendly)
18	Cutino Park	5.6	Community
19	Soper Field and Community Center	4.2	Community
20	Laguna Grande Park	10.7	Regional
21	Robert's Lake Area	5.7	Regional
22	Fort Ord National Monument (within City)	918.7	Regional
23	Wheeler Tennis Courts	1.6	Special Use
24	Oldemeyer Center	2.4	Special Use
25	Pattullo Swim Center	2.0	Special Use
26	Stephen E. Ross Memorial Park	1.3	Special Use (modular office buildings now occupy a portion of the park)
27	Youth Education Center	1.1	Special Use
28	Encanto Park	0.2	Undeveloped
29	Bayonet and Black Horse Golf Courses	359.6	Golf Course
TOTAL		1,333.2	

Park Types and Needs

The Seaside park system includes various types of parks, each of which provides different recreational opportunities, and serves different geographies and segments of the population.

Mini-parks. Mini-parks are small, single-purpose play areas designed primarily for small children or as little oases to break up urban areas. Due to their size (less than one acre), the facilities are usually limited to a small grass area, a children's playground, and a small picnic area. Mini-parks mainly serve people living within walking distance.

Neighborhood parks. Neighborhood parks are one to five acres in size and serve people living within walking and bicycling distance. Typical facilities found in a neighborhood park include playgrounds, picnic areas, trails, open grass areas for passive use, outdoor basketball courts, and multi-use open grass areas for practice fields.

Community parks. Community parks typically range from five acres to ten acres and serve people living within a short drive of the facility. Community parks provide active recreational uses, including athletic fields and swimming pools, and they can provide for passive recreational opportunities, such as walking, viewing, sitting or picnicking. They may also provide a community center or facilities for group uses. Cutino Park, and the Soper Field and Community Center are community parks in Seaside.

Regional parks. Regional parks are large recreational areas designed to serve an entire region, often beyond the city limits. These areas offer unique recreational opportunities and are often managed by county, state, or federal agencies. Examples of regional parks in Seaside are the Fort Ord National Monument, Seaside Beach, and Laguna Grande Park.

Special use areas. Special use areas are miscellaneous public recreation areas or land occupied by a specialized facility. Some of the uses that fall into this class include special purpose areas, community gardens, single purpose sites used for field sports, or sites occupied by buildings. The five special use areas in Seaside, include the Oldemeyer Center, Wheeler Tennis Courts, and the Pattullo Swim Center.

Golf course. The City owns two, 18-hole golf courses: the Bayonet and Black Horse Courses.



New park equipment.



Blues in the park.



Bayonet and Blackhorse golf courses.

Table 13: Park Types and Characteristics

Park and Recreation Type	General Size and Service Characteristics		Count and Area in Seaside		
	Service Area	Size	Number	Acres	Percent of Total Acreage
Mini-Park	¼-mile	½ to 3 acres	12	8.7	< 1 percent
Neighborhood Park	1-mile	3 to 7 acres	5	11.5	< 1 percent
Community Park	Entire City	20 to 50 acres	2	9.8	< 1 percent
Regional Park	Entire region	75+ acres	3	935.1	70 percent
Special Use Area	Entire City	N/A	5	8.4	< 1 percent
Golf Course	Entire region	N/A	1	359.6	27 percent
Undeveloped	N/A	N/A	1	0.2	< 1 percent
TOTAL			29	1,333.3	

Table 13 summarizes the number and acreage of park and recreational sites by type. The City has a large number of mini-parks (12) compared to all other types, as there are five neighborhood and two community parks. Together, mini, neighborhood, and community parks make up approximately two percent of all park land in the city. More neighborhood and community parks are needed to ensure communities are being served with appropriate park spaces.

Some of Seaside’s parks are well-maintained and equipped with high-quality amenities. The City could benefit from a more consistent revenue stream for the maintenance and improvement of park and recreation facilities. This could facilitate new irrigation systems, upgraded

turf, replacement landscaping, improved accessibility, replacement of children’s play equipment, and additional signage, trash and recycling bins, drinking fountains, and benches, among others. Due to water restrictions, several parks become very dry in the summer months as they do not receive any water other than rainfall. Community volunteers are welcomed to help with park maintenance in conjunction with Public Works. Currently, Friends of Seaside Parks Association (FOSPA), a volunteer-led non-profit organization that supports the development and maintenance of parks and open green spaces does work to improve city parks.



Soper Park.

Regional Parks and Open Space

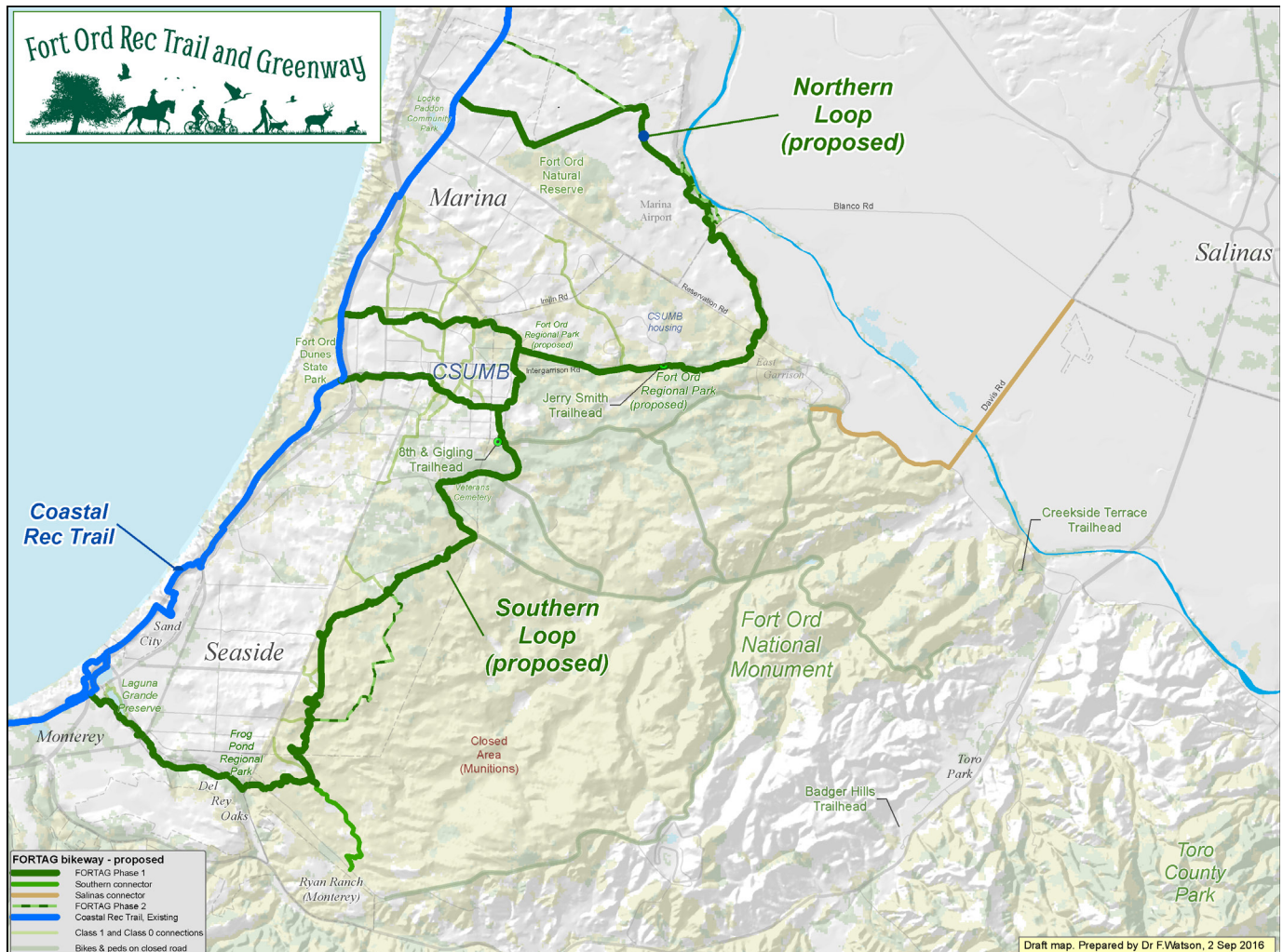
Seaside's location places it at the center of three regional parks and open spaces: the Fort Ord National Monument, the Fort Ord Dunes State Park, and the Monterey Bay shoreline. These regional parks and open spaces provide the City with an opportunity to increase park access, and to leverage these areas for visitor-serving amenities.

Created in 2012, the Fort Ord National Monument offers hiking, biking and equestrian trails for residents and visitors to Monterey County. Located on the former Fort Ord military base, the National Monument covers over 14,600 acres, including 918 acres in Seaside; however, only 7,200 acres are open to the public. The remainder of the area, including the portion in Seaside, is undergoing munition hazard cleanup by the U.S. Army and is anticipated to be open as soon as feasible. The potential

future entry points into the National Monument at Gigling Rd, Broadway Ave, and Eucalyptus Rd, as well as informal and formal trailheads.

The Fort Ord Rec Trail and Greenway (FORTAG) is a community-proposed 28-mile regional network of paved recreational trails and greenways connecting communities to open space. The project was included in the Transportation Agency for Monterey County-authored and 2016 voter-approved Transportation Safety & Investment Plan (Measure X). FORTAG is anticipated to run through the Seaside section of the National Monument, as illustrated in Figure 34. The Phase 1 Segment of FORTAG stretches 1.5 miles along the State Route 218 and Can-yon Del Rey corridor through Del Rey Oaks and Seaside and is currently in process.

Figure 34: FORTAG



Seaside shares much of its western border with the Fort Ord Dunes State Park, which opened in 2009. The park area includes approximately 990 acres of State parkland, including a boardwalk, four mile path with beach access, and interpretive exhibits. Visitors can enjoy the coastal landscape via bike or foot. Fort Ord Dunes is dominated by a continuous coastal sand dune formation and remnants from former Fort Ord's military history. The California Coastal Commission approved a permit for California State Parks to build a campground in Fort Ord Dunes State Park including 45 RV sites, 43 tent sites and 10 hike-in/bike-in sites.

South of the Fort Ord Dunes State Beach, Seaside Beach serves as a gateway to more than 21 miles of coast linking six contiguous beach front parks: Monterey State Beach, Fort Ord Dunes State Park, Marina State Beach, Salinas River State Beach, Moss Landing State Beach, and Zmudowski State Beach. These parks are linked together by the Monterey Bay Coastal Trail, which connects to the City of Monterey in the south and Marina in the north, extending to Pacific Grove and just south of Castroville. The trail is paved, provides access to cyclists and runners/walkers, and offers coastal views and access to the beach, natural habitat, and some of the highest dunes on California's central coast.



Oak Woodlands on former Fort Ord lands.

Seaside Coastal Zone

The Seaside LCP identifies the coastal zone with approximately 90 acres of land that extend from the Pacific Ocean to the terminus of the Canyon Del Rey Creek on the southeastern portion of Laguna Grande. The coastal zone includes a beach visitor parking lot and the Monterey Bay Trail system, in addition to access to Sand Dunes Drive and Highway 1. The area includes approximately 500 feet of beach frontage along the Pacific Ocean.

The coastal zone area is part of a former estuarine complex, composed of Robert's Lake at the center and Laguna Grande to the south. Highway 1 separates the beach from Robert's Lake, although they are connected by an outfall located at the foot of Humboldt Street and in the seawall adjacent to the Monterey Beach Hotel. Del Monte Boulevard and the abandoned Southern Pacific Railroad right-of-way separate Robert's Lake from Laguna Grande.

Recreational Facilities

Along with the park and recreational sites, Seaside owns a variety of recreation facilities, including the Oldemeyer Center, Pattullo Swim Center, Soper Community Center, Wheeler Tennis Courts, the Bayonet and Black Horse Golf Courses. These centers are designed primarily for large group gatherings and provide activities for all age groups.

The City also owns sport facilities, such as fields and courts, which are incorporated into existing park and recreational sites. These sport facilities include three youth baseball/softball fields and a new soccer field at Cutino Park.

The City also partners with the Monterey Peninsula Unified School District to use their athletic facilities as a short-term alternative. Seaside should benefit from additional specialized recreation facilities including a skate park, multi-use and soccer fields, a group picnic area, amphitheater, adventure playground, and additional off-leash, dog areas

Recreational Programming

The Recreation Services Department provides recreational activities and classes to serve the needs of Seaside residents of all ages. The department offers targeted programs for youth, adults, and seniors, including the following:

- **Youth program** offerings vary in length, including daily, weekly, monthly, and seasonal programming. Activities are scheduled year-round and include athletic leagues, dance, recreational swim, and youth camps. The City also provides two types of educational programs: Tiny Tot University offers a preschool program for children between the ages of three and five; and the Kids Club, an afterschool program emphasizing the arts, environmental activities, and indoor and outdoor physical activity for students from kindergarten to fifth grade.
- **Adult classes** offer dance, exercise and swim programming for all levels. The City also partners with local organizations to support emotional and physical well-being, parent workshops, and other educational resources.
- **Senior programs**, activities, and services are meant to serve and enhance quality of life for older members of the Seaside community. Programming includes swimming, social activities, game nights, arts and crafts, and support services. The department also organizes a variety of day trips, walks, and excursions that are open to adults of all ages.



Examples of Seaside recreational programs.

Goals and Policies

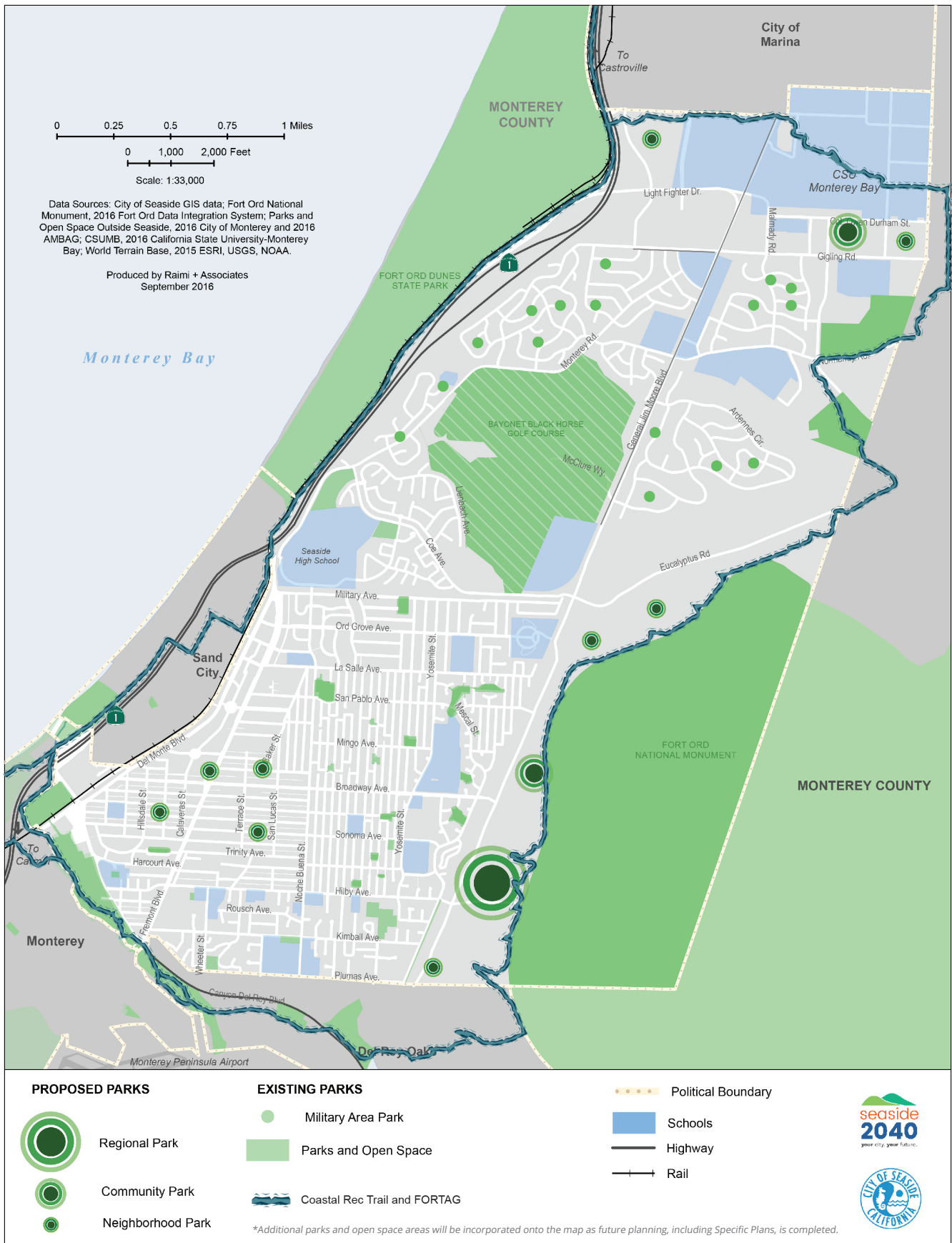
Goal PO-1: Park and recreational facilities to serve Seaside.

Intent: Close proximity to parks, open space, and recreational facilities encourages use, but can also facilitate opportunities to engage in physical exercise. Creating new parks in areas with limited access to park space is particularly important. Incorporating the principles of active design can help improve health and promote civic engagement. This goal seeks to increase the amount and availability of park and recreational facilities for all Seaside residents and future residents. Figure 35 illustrates a complete vision for the proposed additions to Seaside's open space network.

Policies:

- **Park ratio and standard.** Meet a city-wide park standard ratio of three acres per thousand residents, (excluding the Fort Ord National Monument and Bayonet) reflecting the standard requirement in the Quimby Act.
- **Minimum on-site 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.
- **Parks in existing neighborhoods.** If sufficient water supply is available to make the project feasible, increase the number and acreage of mini- and neighborhood parks in areas with low park levels of service, including the Terrace, Olympia, Noche Buena, and Rousch neighborhoods. Ensure that all neighborhoods are served by a park within a reasonable walking or bicycling distance. Maintain existing parks, as funds allow, and supplement with volunteer opportunities or partnerships when possible.
- **Parks on former Fort Ord lands.** Provide a range of park types and community recreation facilities on former Fort Ord, including a regional recreation area in Seaside East.
- **FORTAG.** Support implementation of the FORTAG regional trail and coordinate with FORTAG on trail design and connectivity and promote trail art.
- **Innovation in park design.** Encourage innovation in new park design allowing community gardens, urban agriculture and orchards, paseos, plazas, tot lots, roof-top gardens and other urban parks and green spaces.
- **Art in public spaces.** Ensure new park facilities have adequate spaces and equipment for active and passive recreation as well as public art.
- **New fields, courts, and gyms.** Provide multi-purpose fields and courts and new indoor gyms for Seaside residents and visitors.
- **Funding and dedication requirements.** Explore park funding and dedication requirements for new development, including the addition of park-like features, such as tot lots, paseos, and urban orchards in new developments.
- **New park maintenance.** In addition to the adopted Community Facilities District explore options for Quimby Act fees, other developer impact fees, disposition and development agreements or other mechanisms to provide funding for improvements.
- **Recreation programs.** Promote opportunities for physical activities for all ages and abilities by improving and expanding community recreation programs.
- **Park and open space plans.** During the creation of specific plans, master plans, or other similar area planning processes, create a park and open space plan that shows the location and extent of future parks, open space, and recreation-open space areas. Develop a comprehensive and connected network of trails and non-auto circulation that improve access to parks, open space, and other community spaces.
- **Education in public spaces.** Promote community use of public places, including parks, schools, and community centers, as neighborhood educational facilities.

Figure 35: Existing and Proposed Open Space Network



Goal PO-2: Natural open space on former Fort Ord lands.

Intent: As former Fort Ord lands redevelop, this goal aims to create a high-quality and well-connected series of natural open spaces that support expanded recreational opportunities. Open space corridors include trails connecting to the Fort Ord National Monument, parks, and other destinations. It also includes passive corridors to preserve habitat.

Policies:

- **Active open space corridors and trails.** In partnership with regional and local agencies, develop active open space corridors that support natural vegetation communities, scenic vistas, and sensitive habitats within former Fort Ord lands. Open space corridors should connect to formal and informal trailheads in the National Monument where possible.
- **Open space buffer.** Provide an open space buffer/fuel break consistent with the BRP, HMP, and potential HCP between future development in Seaside East and the National Monument.
- **Partner with outside agencies.** Participate in regional and federal programs and partner with land trusts or other nonprofits to seek funding to preserve, maintain, and manage natural open space.
- **Educational opportunities.** Promote educational opportunities to emphasize the need to maintain and manage biological resources to maintain the uniqueness and biodiversity of the former Fort Ord.
- **FORTAG trail.** Coordinate trail design and connectivity of parks and other open spaces with the FORTAG regional trail.

Goal PO-3: Well-maintained and safe parks, recreational facilities, and open spaces.

Intent: Safe and well-maintained parks encourage greater community use. Improving infrastructure around parks, implementing safer park design, and ensuring adequate staff and resources support active and passive recreational opportunities for existing and future residents.

Policies:

- **Park upgrades.** Continue making improvements to existing parks and recreational facilities, including ADA and Title 24 compliance, upgrading and adding new recreational equipment, and enhancing park sustainability.
- **Low-maintenance design.** Promote low-maintenance design principles in the renovation and maintenance of parks and recreation facilities.
- **Crime Prevention through Environmental Design (CPTED).** Utilize CPTED principles in the design and renovation of existing parks and open space facilities to improve safety.
- **Lighting.** Provide appropriate lighting and visibility in park facilities while minimizing adverse impacts to adjacent properties.
- **Resources and staff.** Provide the appropriate resources and staffing to improve and maintain existing park and recreational facilities in Seaside.

Goal PO-4: Accessible connections to parks, recreational facilities, and open space.

Intent: Safe and accessible bicycle and pedestrian connections to the park, open space, and recreational facilities encourage greater park use. These access improvements include providing bicycle and pedestrian priority routes to parks, as well as ADA and Title 24 improvements. Transportation improvements and wayfinding can also increase access to regional open spaces, such as the Fort Ord National Monument and Seaside beach.

Policies:

- **Access to parks.** Increase connectivity between parks and open space through bicycle facilities and priority pedestrian routes.
- **ADA improvements.** Support ADA and Title 24 improvements to improve access to existing parks.
- **Park visibility.** Increase park visibility through signage, wayfinding, and well-marked entry points.
- **National Monument connectivity.** Promote the development of trails within Seaside East to the National Monument.
- **Coastal and beach access.** Improve coastal and beach access from existing Seaside neighborhoods.
- **On-site open space.** Encourage on-site open space, (e.g. courtyards, to be connected to streets and other public spaces through physical access and sightlines).
- **Trail standards.** Strive to meet California State Parks' standards for accessible trail design.



Example of safe and visible access to parks.



Example of open spaces connected with bikeways.

Goal PO-5: The coast is easily accessible from existing Seaside neighborhoods and former Fort Ord lands by different transportation modes.

Intent: Providing public access to California's coast is a central premise of the California Coastal Act. This goal seeks to maintain and enhance public access through the provision of multiple access points, increased visibility and signage, and increased opportunities for alternative modes to safely travel to the beach.

Policies:

- **Public access areas.** Implement pedestrian and bicycle access improvements along Canyon Del Rey Boulevard and from the Main Gate area to provide safe passage to the coast consistent with the pedestrian improvement focus areas (in the Mobility Element) and FORTAG implementation.
- **Signage program.** Implement the coastal access / directional signage program for all public access points.
- **Coastal parking.** Provide free and unrestricted parking at all public access and public parking areas within the coastal zone during daylight hours. Pursue opportunities to share existing parking lots with adjacent businesses, such as the Embassy Suites Hotel.
- **Trails and bicycle network.** Continue to participate in regional trail planning efforts, such as FORTAG, and local bicycle planning to better link existing Seaside neighborhoods and former Fort Ord lands to the California Coastal Trail.
- **Minimal impact to access.** Require new development and substantial redevelopment projects to minimize impacts to existing public access to the coast.

Goal PO-6: Partnerships and agreements that improve park access.

Intent: The Monterey Peninsula Unified School District, CSUMB, federal government, and Monterey Peninsula Regional Parks District all maintain parks, open spaces, and recreational facilities within or directly adjacent to Seaside. Area nonprofits also help with park design, construction, maintenance and funding. This goal seeks to maintain and expand joint use agreements with these agencies and organizations to facilitate greater park access for Seaside residents and visitors.

Policies:

- **Joint use agreements.** Establish and maintain joint use agreements with the Monterey Peninsula Unified School District, CSUMB, federal government, and Monterey Peninsula Regional Parks District to allow greater park access.
- **Partnerships.** Strengthen public-private partnerships with groups, such as the Friends of Seaside Parks Association (FOSPA), to build and maintain public parks and recreational facilities. Continue working with Sustainable Seaside and other partners, when programming ecology education.
- **Regional coordination.** Participate in coordinated regional planning for parks and open space development and access.
- **Green space near schools.** Work with Seaside schools to ensure that students have adequate access to green space.

Goal PO-7: Environmental sustainability and awareness at new and existing park and recreational facilities.

Intent: Reducing energy and water use, diverting solid waste from the landfill, and capturing stormwater onsite can improve the environmental sustainability of Seaside's parks and open spaces. This goal seeks to increase the City's sustainability efforts in parks, using these actions as an opportunity to educate the community about sustainability.

Policies:

- **Conservation and efficiency.** Increase energy and water conservation and efficiency at new and existing park and recreation facilities.
- **Stormwater infiltration.** Design future parks to use natural processes to capture, treat, and infiltrate stormwater.
- **Solid waste diversion.** Promote solid waste diversion at City parks and recreation facilities through recycling and composting.
- **Education.** Increase awareness of environmental sustainability practices by highlighting conservation practices at park and recreational facilities.
- **Environmental literacy.** Promote environmental literacy classes or urban ecology programs for youth.

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chapter eight

CONSERVATION

The purpose of the Conservation Element is to address the conservation, enhancement, and sustainable use of Seaside's natural resources including cultural and paleontological resources. This element also provides guidance to preserve, and protect cultural resources that include buildings and structures, historic landscapes, archaeological sites, artifacts and documents that collectively represent Seaside's rich and diverse history. Sensitive biological resources, such as the native plants and wildlife species that occupy the coastal zone and former Fort Ord lands. The City is committed to protecting and improving natural habitat, protecting scenic views, and broadening support of conservation and preservation of its cultural resources.

Statutory Requirements

The Seaside Conservation Element meets state of California requirements for the Conservation Element as defined in Sections 65302(d) and 65302(e) of the Government Code, and California Coastal Act requirements. State law requires all general plans to contain a Conservation element, which addresses the “conservation, development and utilization of natural resources.” A Conservation Element must contain goals and policies to protect and maintain state natural resources such as water, forests, soils, wildlife and minerals, and prevent wasteful resource exploitation, degradation and destruction. It must also contain goals and policies for managing open space areas, including undeveloped lands and outdoor recreation areas.

The Fort Ord Reuse Authority (FORA) was a small multi-governmental body composed of elected local, state, and federal officials that was responsible for the closure and reuse planning of the former Fort Ord military base. Fort Ord, encompassing 45 square miles of land across the Monterey Peninsula, was closed for military use in 1991. FORA was established in 1994 with a legislatively-mandated mission to oversee replacement land use, remove physical barriers to reuse, and protect identified environmental resources within the former Fort Ord until 2020. FORA was legislatively terminated on June 30, 2020, and responsibilities related to habitat management and conservation were transitioned to the cities of Seaside, Monterey, and Marina. The Bureau of Land Management (BLM) is also responsible for management of the former Fort Ord, as well as some other lands within the city.

California Coastal Act

This Element is consistent with the LCP and contains goals and policies related to intergovernmental coordination, protection of scenic views, enhanced coastal access, and identifying and preserving environmentally-sensitive habitat.

Former Fort Ord



Seaside Beach.

Setting the Scene

Open space provides significant opportunities to support biological resources. Seaside’s coastal dune system, the Laguna Grande and Robert’s Lake estuarine complex, and former Fort Ord lands support a variety of high-quality habitat areas and special status species.

Environmentally Sensitive Habitat

In existing Seaside neighborhoods, the land consists almost entirely of developed areas, including some small parks with predominantly landscaped and ornamental vegetation. A small area of natural coastal habitat is present where the Seaside boundary meets the Pacific Ocean. Wetland habitats also occur in Seaside, including

estuarine and marine wetlands along the coast; freshwater wetlands, riverine, and a lake at the Laguna Grande–Robert’s Lake complex; and small freshwater ponds and emergent wetlands mostly on the former Fort Ord lands. Former Fort Ord lands generally contain higher-quality, contiguous habitats and the majority of the special status species in Seaside are within its boundaries.

Figure 36 displays the major vegetation communities and other land cover types present in the City. Vegetation

communities range from coastal marsh areas to areas with dense forest cover. Figure 37 shows rivers, creeks, streams, and flood corridors within Seaside. Wetlands and non-wetland waters provide habitat for a variety of special status plant and animal species.

Federal or state listed species are most likely to occur in undeveloped or aquatic habitats in Seaside. Along the coast, these include bank swallow (*Riparia riparia*), snowy plover (*Charadrius alexandrinus nivosus*), Smith's blue butterfly (*Euphilotes enoptes smithi*), Monterey gilia (*Gilia tenuiflora* ssp. *arenaria*), Seaside bird's-beak (*Cordylanthus rigidus* ssp. *littoralis*), and Monterey spineflower (*Chorizanthe pungens* Benth. var. *pungens*). Inland and near aquatic resources, such as the Laguna Grande and Robert's Lake complex, California red legged frog (*Rana draytonii*) may occur. California tiger salamander (*Ambystoma californiense*), Contra Costa goldfields (*Lasthenia conjugens*), and Monterey spineflower are known to occur on former Fort Ord. Additionally, Federally designated critical habitat for Monterey spineflower occurs on former Fort Ord lands and coastal parks bordering the west side of the City. These coastal parks also include federally designated critical habitat for snowy plover. Several other special status species have the potential to occur in natural habitats, including burrowing owl, black legless lizard, western pond turtle, and prairie falcon.

Protecting biological resources in and around the City is important to the regional efforts to define and preserve the character of the Monterey Bay. Several agencies, organizations, and City departments are involved in the preservation of biological resources in Seaside, including the following:

- **Seaside Local Coastal Program Land Use Plan and Coastal Implementation Plan** provides the specific goals, policies, and proposed implementation actions that govern land and water use in the city's coastal zone. The plan addresses marine resources, including Laguna Grande, Robert's Lake, and environmentally sensitive habitat areas.
- **Installation-wide Multi-species Habitat Management Plan (HMP) for former Fort Ord** was issued in 1997 by the U.S. Army Corps of Engineers to manage unique habitats and diverse special status species on former Fort Ord lands, formerly managed by the FORA. The HMP established guidelines through a set of management requirements, identifies habitat reserve areas for conservation, and provides methods for restoration and monitoring for each habitat reserve area.
- **Fort Ord Installation-Draft Wide Multispecies Habitat Conservation Plan (HCP)** provides a framework for HCP permittees, including the City of Seaside, for ensuring conservation of special status plant, animal species, and the natural communities that support them on former Fort Ord lands formerly managed by FORA. The HCP serves as the primary conservation planning document for non-federal recipients of Fort Ord lands following the legislative termination of FORA in 2020. The HCP establishes guidelines that seek to avoid, minimize, and mitigate impacts on endangered and threatened species. Development applications within the HCP area would need to show compliance with the HCP goals and objectives, including preparation of an impacts analysis and demonstration of avoidance of any species takings for species covered by the HCP.

Night Skies

The urban environment in Seaside is uniquely proximate to regional parks and open spaces, including the Fort Ord National Monument, the Fort Ord Dunes State Beach, and the Monterey Bay shoreline. Excessive artificial light, also known as light pollution, can adversely affect the beauty of nighttime skies and stargazing, directly impact migration and reproduction of wildlife, disrupt sleep patterns in humans, and consume excessive energy. The sources of light pollution in Seaside may include exterior and interior building lighting, advertising, commercial properties, offices, factories, streetlights, vehicular lighting, and illuminated sporting events.³⁷ Limiting outdoor lighting below the horizontal protects dark skies for the public, wildlife, and the Monterey Institute for Research in Astronomy.

Figure 36: Vegetation Communities and Land Cover Types

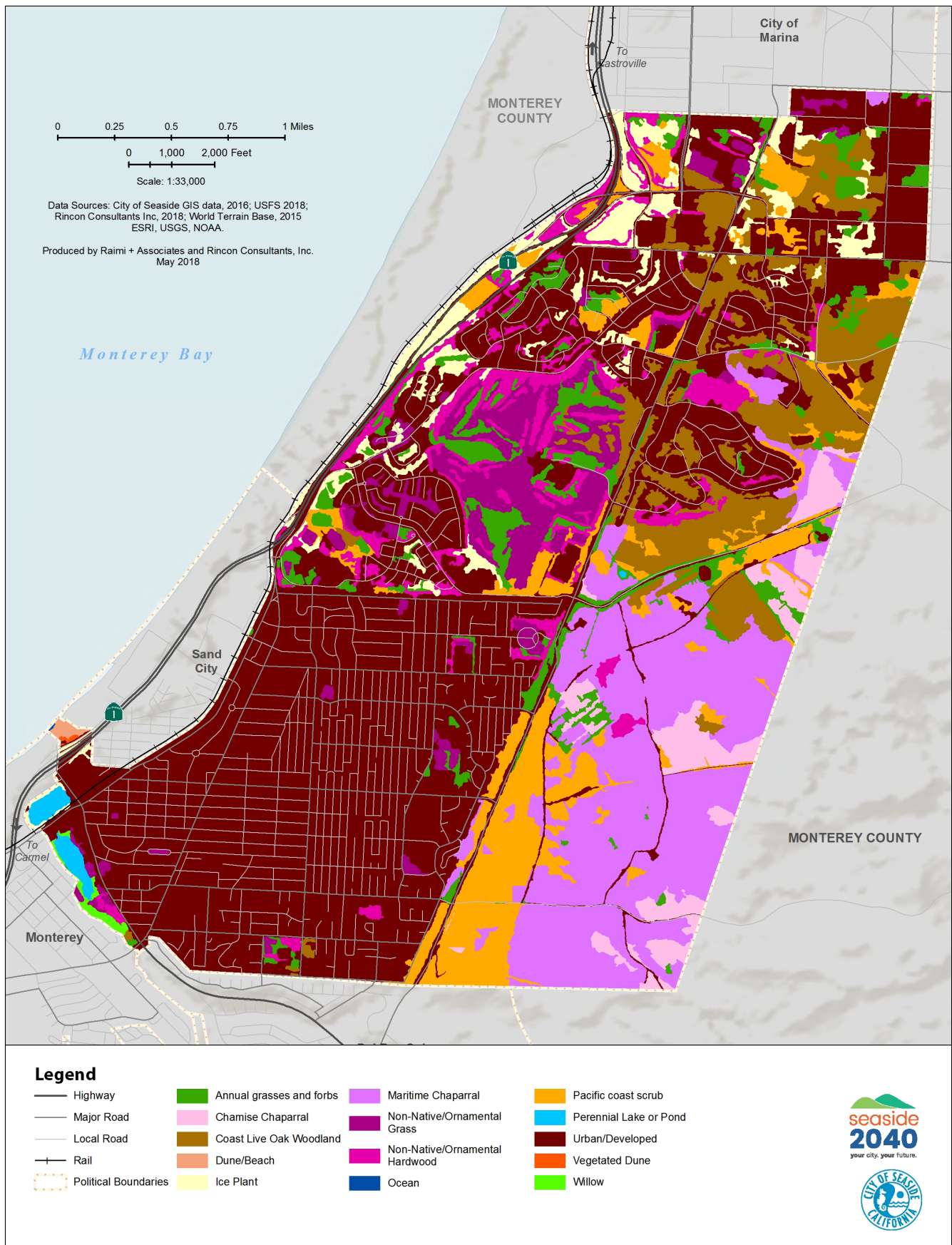
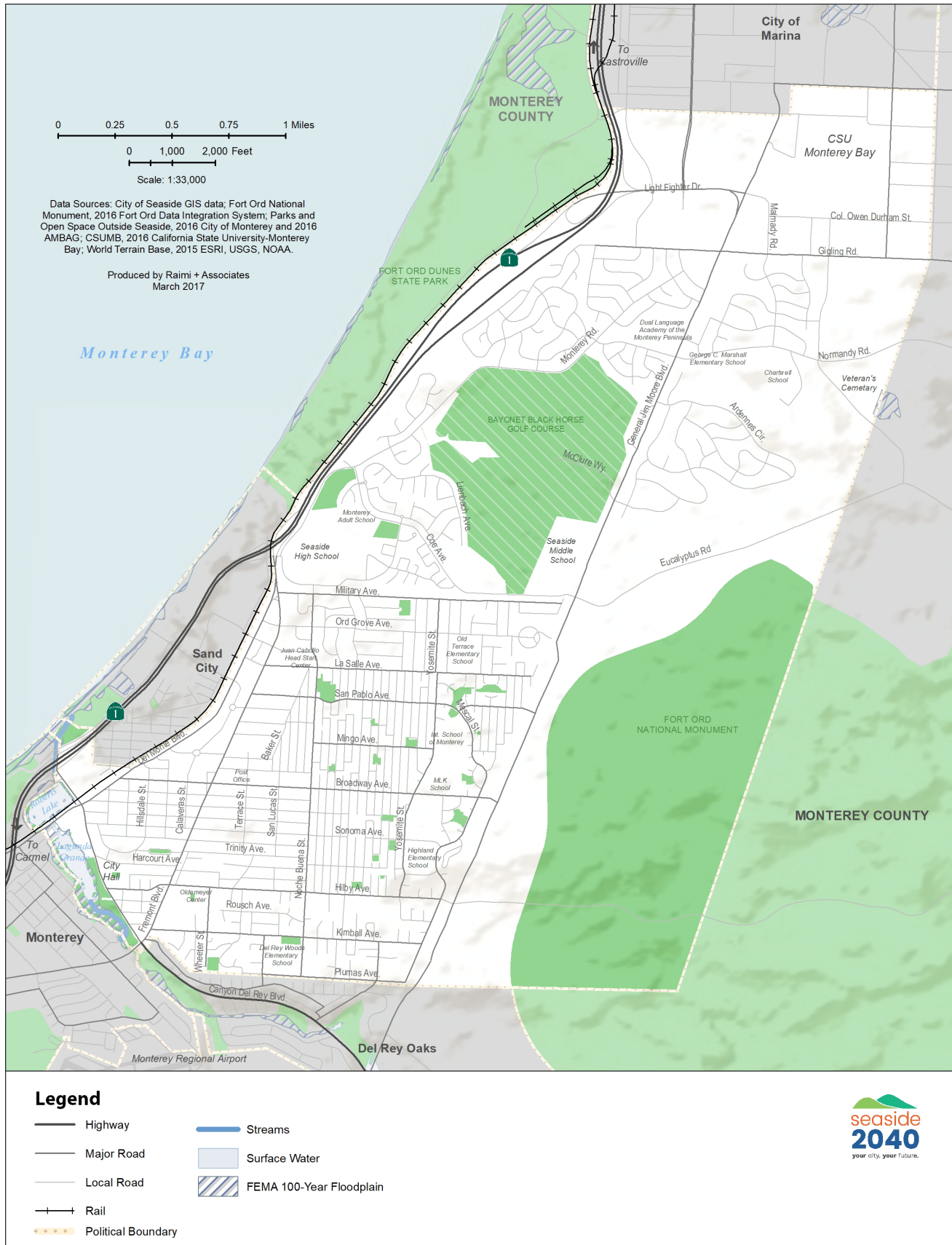


Figure 37: Rivers, Creeks, Streams, Flood Corridors, and Open Water Areas



Scenic and Visual Resources

Seaside is situated along the Pacific Ocean and Monterey Bay Peninsula, central to federal, state, and regional parks and open space that provide stunning views from a variety of locations throughout the city. Laguna Grande Regional Park and Robert's Lake are visible from Highway 1 and local streets, providing a scenic natural landscape upon entering or leaving the southern limits of the city. The elevation of Seaside gradually increases from west to east, with expansive views of the Monterey Bay coastline, Monterey Peninsula's coastal cities, and surrounding mountains.

Both natural and man-made landscape features contribute to perceived visual character and the scenic attractiveness of an area's landscape. Natural landscape features in Seaside include the Pacific Ocean, coastal dunes and mountains, natural habitats, lakes, and topography. Man-made landscape features in Seaside include public roadways, coastal trails, streetscape features, such as lighting, street furniture, and water features, and urban structures. The City has identified several prominent viewsheds in Seaside, as shown in Figure 38, that should be enhanced and protected as redevelopment and development takes place. These viewsheds include:

- **Broadway Avenue:** Views down this roadway include expansive views of the ocean and Monterey Bay as well as residential and some institutional uses.
- **Highway 1:** Views west of Highway 1 include Monterey Bay and shoreline, coastal sand dunes of Fort Ord Dunes State Park, coastal mountains, and city views of the Monterey Peninsula. Views east of Highway 1 include Laguna Grande Regional Park and Robert's Lake.

- **Laguna Grande Regional Park and Robert's Lake:** Views of Laguna Grande Lake and Robert's Lake and the emergent wetland and riparian vegetation along their shores are visible from Del Monte Boulevard, Highway 218/Canyon Del Rey Boulevard, and Highway 1.
- **Bayonet and Black Horse public golf courses:** Views looking west from the golf course include Monterey Bay, coastal mountains, and city views.
- **Ancient sand dunes that run east, west, and across General Jim Moore Boulevard:** Views of the Monterey Bay, coastal mountains, and city views are prominent along the ridgelines west of General Jim Moore Boulevard at the top of Broadway Avenue, San Pablo Avenue, La Salle Avenue, Ord Grove Avenue, and Coe Avenue. East of General Jim Moore Boulevard, views of the former Fort Ord lands and the surrounding mountains are also visible.
- **CSUMB campus:** Views looking west from the campus.

These important viewsheds are identified to be protected as new development or redevelopment occurs in Seaside, and should be considered during the planning and approval phases of development.

Highway 1 is an officially designated State Scenic Highway, traversing over two miles of Seaside's western boundary. Highway 1 offers views of the coastal dunes in Seaside, Monterey Bay, and the Peninsula, surrounding mountains to the east, and the wetlands and channels of Laguna Grande Park and Robert's Lake.

Figure 38: Prominent Viewsheds and Scenic Highways



Cultural Resources

Seaside has long acknowledged its cross-cultural history and the importance cultural resources play in retaining the City's sense of place.

Cultural resources are objects or structures that relate to previous human use of the area and include archaeological resources and historic built-environment resources. Cultural resources may be designated as historic by National, State, or local authorities by meeting the criteria for listing in the National Register of Historic Places (NRHP), the California Register of Historical Resources (CRHR), or for local significance.

According to the California Historical Resources Information System, a total of six cultural resources have been recorded within the city, including two pre-contact archaeological sites, one historic-age building, and three historic-age engineering structures. According to the Office of Historic Preservation, one of these resources, the Monterey Branch of the Southern Pacific Railroad, is listed on the CRHR. At this time, there are no other resources listed on the CRHR, nor as California Historical Landmarks or Points of Interest and no resources are listed on the NRHP. However, the city has not undergone a city-wide inventory or survey. This means that there may be undiscovered resources present in Seaside.

Areas identified by the 2004 General Plan as archaeologically sensitive include the drainage area along the southern border of Seaside, the area of active sand dunes along the coast, and lands east of General Jim Moore Boulevard on the former Fort Ord lands. Many buildings within the city have surpassed 50 years of age, the threshold recommended by the California Office of Historic Preservation for consideration as historical resources. The City does not currently have a historic context statement, a document that would identify the important themes relevant to the history and development of the built environment of Seaside. The City recognizes the need to develop a context statement that establishes periods of significance for important themes, while identifying significant property types to inform the recordation and evaluation of historic-age buildings and structures within the city.

In accordance with Assembly Bill 52 and Senate Bill 18, the City of Seaside notified California Native American tribes of the proposed General Plan and invited them to participate in consultation. The City prepared and mailed

letters in accordance with Assembly Bill 52 and Senate Bill 18. Consultations with the Amah Mutsun Tribal Band, Costanoan Rumsen Carmel, Esselen Tribe of Monterey County, Indian Canyon Mutsun Tribal Band of Costanoan, and Ohlone/Costanoan-Esselen Nation occurred in 2017 and 2018. Additional details from the consultation are included in the Tribal Cultural Resources section of the General Plan Environmental Impact Report.

Paleontological Resources

Paleontological resources (fossils) are fossilized remains of plants and animals found below the earth's surface. Fossils are afforded protection by federal, State, and local environmental laws and regulations. Seaside is underlain by five mapped geologic units: Alluvium, sand, older dune deposits, marina terrace, and eolian facies of the Aromas Sand.

Holocene-aged deposits are generally considered to have low potential for yielding significant fossils because the geological units are too young (i.e., less than about 5,000 years) to contain fossils, but Holocene deposits can be as old as 11,700 years. Thus, paleontological sensitivity increases with depth where deeper sediments may exceed 5,000 years. Pleistocene-aged geologic units have a well-documented fossil record throughout California and the western United States, and the Pleistocene deposits in the City of Seaside (older dune, marine terrace, and eolian facies of the Aromas Sand) are considered to have high paleontological sensitivity. Though no known fossils have been recorded in Seaside, substantial finds in the Carmel River basin suggest that future, more conscientious studies may reveal more. The most likely study areas (the oldest part of Seaside along Del Monte Boulevard and Canyon del Rey) have already been overbuilt with very little screening.

Goal C-1: Sensitive species and habitat protected on former Fort Ord lands.

Intent: The Fort Ord HMP provides a framework for applicants, including the City of Seaside, to conserve and manage special status species, animal communities, and habitat areas on former Fort Ord lands. This goal aims to implement those plans locally identifying and managing habitat areas and species.

Policies:

- **Habitat Management Plan.** Continue to partner with local, regional, and federal agencies to implement the programs outlined by the HMP. Provide BLM evidence of habitat protection measures for lands not under HMP resource conservation or management requirements.
- **Loss of sensitive species.** Minimize the loss of sensitive species and critical habitat areas in areas planned for future development.
- **Habitat management areas.** Continue to protect habitat management areas on former Fort Ord land, identifying habitat areas, planning carefully to avoid significant impacts, and implementing more restrictive development standards adjacent to these areas.
- **Oak woodlands.** Continue to partner with regional and local agencies to designate oak woodlands and linkages, encourage the preservation and management of oak woodland and linkages, and connect them to other parks, open spaces, and active open space corridors. The City shall actively manage and monitor the oak woodlands area.
- **Habitat restoration.** Restore habitat areas where habitat has been disturbed by activities within the plan area of the FORA HMP in development of a future Seaside East Specific Plan.
- **Inland water resources.** Protect and enhance creeks, lakes, and adjacent wetlands by eradicating non-native vegetation and restoring native vegetation.
- **Zoning.** During development of Specific Plans within the FORA HMP area, map and designate habitat management areas to be protected from future development, where appropriate.
- **Interpretive signage.** In coordination with the BLM and other partners, incorporate interpretive signage in habitat management areas that educate community members and visitors about the unique biological resources on former Fort Ord lands.
- **Wetlands.** The City shall preserve, enhance and protect wetland areas, and evaluate areas proposed for new development during the site planning process to determine whether wetlands or other jurisdictional waters occur. In the event that wetlands are present, the City shall require that they either be avoided or compensatory mitigation implemented so that there is no net loss to wetland resources as a result of development on the site. Wetland mitigation plans on Former Fort Ord lands should be coordinated through the Coordinated Resource Management Planning program (CRMP) as required by the HMP where applicable.

Goal C-2: New development supports the preservation or enhancement of the City's natural resources.

Intent: This goal fosters sustainable development practices that provide protection to sensitive habitats and species and accessible resources for the enrichment of residents.

Policies:

- **Clustered development.** Cluster new development on former Fort Ord lands to minimize impacts, preserve habitat management areas, and protect high-visibility ridgelines, steep slopes, wetlands, and waterways. Standards to cluster development should be developed as part of a future Seaside East Specific Plan.
- **Integrating oak woodland.** Work with developers to promote an understanding of existing oak trees and previously-identified oak woodland linkages as they design new developments. Encourage compliance with State and County regulations as part of development review process.
- **Development review.** When projects are adjacent to or contain natural habitat or undeveloped area, require projects to submit analysis showing the existing habitat, on the proposed plan, potential impacts to special-status species and sensitive natural communities or other biological resources (including nesting birds), and measures to avoid, minimize, and/or mitigate impacts, as necessary.
- **Development near habitat management areas.** Require new development adjacent to habitat management areas to minimize new impervious surface, minimize light pollution, and emphasize native landscaping.
- **Hillside protection.** When grading is necessary, encourage grading for new development that complements the surrounding natural features.
- **Low-impact development.** Require new construction and redevelopment projects to use low-impact development techniques to improve stormwater quality and reduce run-off quantity.
- **Dark sky lighting standards.** Require new construction or modifications to existing development and public facilities to adhere to: dark sky lighting standards or the control of outdoor lighting sources by shielding light in the downward direction and limiting bright white lighting and glare.
- **Dark sky education.** Promote dark sky education in the community to promote responsible lighting and dark sky stewardship.
- **Native species.** Encourage new development to support a diversity of native species and manage invasive species.
- **Invasive species.** Prohibit the planting of plant species on the California Invasive Plant Inventory.
- **Stormwater area and wetlands.** Incorporate wetland features into stormwater control facilities to the extent practicable.
- **Water quality.** Incorporate water quality and habitat enhancement in new flood management facilities.
- **Green streets.** When feasible, explore opportunities for green streets, and using natural processes to manage stormwater runoff. When green street demonstration areas are identified, include unobtrusive educational signage.
- **Habitat protection area.** Establish a habitat protection area, including criteria for defining the area, during the creation of a specific plan for Seaside East.
- **Habitat preservation.** Support the preservation of open space and sensitive habitat, minimizing the impacts of land uses on public lands, 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.

Goal C-3: A City that protects, conserves, and enhances the natural beauty and resources within the coastal zone.

Intent: Seaside's coastal zone provides important habitat for special status species. Habitat areas and wildlife can be negatively affected by certain types of development and human activity, as well as erosion from sea level rise. This goal aims to preserve and protect natural resources in the coastal zone through careful management, including eradication of non-native vegetation, and restoration of native vegetation.

Policies:

- **Partnerships.** Promote local and regional cooperation and partnership, including the US Army, Caltrans, and California State Parks, to help protect and manage Seaside's natural resources in the coastal zone.
- **Protect critical habitats.** Preserve, protect, and improve open space areas to the greatest extent possible to improve on existing limited habitats outlined by the Local Coastal Plan.
- **Beach habitat.** Work with local and regional agencies to ensure beaches can function as a quality habitat for permanent and migratory species.
- **Coastal zone.** Protect the coastal zone west of State Highway 1 from habitat degradation due to increased access, erosion, and pollution due to remnant outfall pipes.
- **Highway 1.** Preserve the unique public views visible from the Highway 1 corridor between Fremont Boulevard and the northern boundary of the city. Adhere to Municipal Code Section 17.22.040.
- **Riparian corridors.** Encourage the restoration and protection of riparian corridors at Laguna Grande and Roberts Lake.

Goal C-4: Pollutant discharge managed to minimize adverse impacts on water quality in the Monterey Bay, Robert's Lake, Laguna Grande and other bodies of water.

Intent: To reduce the negative environmental impacts of storm water runoff on the Monterey Bay, Robert's Lake, Laguna Grande, and other bodies of water improves local habitat.

Policies:

- **Low-impact development practices.** Require new construction and redevelopment projects to use of low-impact development techniques to improve stormwater quality and reduce run-off quantity, including improving soil health, providing soil cover and water-wise planting and irrigation, installing permeable pavements, and building bio-retention areas to reduce runoff quantity.
- **Storm water runoff.** Enforce the reduction of storm water runoff consistent with local storm water permits.
- **Storm water facilities.** Incorporate storm water facilities into the design of parks and open spaces, using natural processes to capture, treat, and infiltrate storm water to the extent feasible.
- **Stormwater wetland network.** Incorporate wetland design that enhances the use of existing wetlands, improves ecosystem services and supports stormwater control.

Goal C-5: An abundant, robust urban forest that contributes to Seaside's quality of life as it combats the effects of climate change.

Intent: Urban forestry is essential to the city's path towards greater sustainability. Seaside urban forest enhances its environmental quality and the mental and physical health of its residents, while bringing significant economic benefits through increased property values. Urban forestry will make the city more resilient to the impacts of extreme heat associated with climate change.

Policies:

- **Resources.** Provide the appropriate resources to maintain and expand the urban forest.
- **Maintenance.** Encourage the maintenance of trees on public and private property.
- **New plantings.** Require new development to include the planting and maintenance of trees (on both sides of the street when applicable) as well as on private properties.
- **Protected tree species.** Preserve protected tree species, (e.g. native oaks) whenever possible during site redevelopment.
- **Managed plantings.** Require newly planted trees to be appropriate for a specific location and based on height, canopy coverage, shading, and maintenance requirements.
- **Select planting.** Encourage the planting of native, non-invasive, and drought-tolerant landscaping and trees. Encourage landscape plantings to use tree species native to an area when adjacent to natural plant communities and habitat management areas.
- **Edible landscapes.** Encourage the planting of edible landscapes and fruit trees, and consider urban orchards in City parks or public spaces where feasible.
- **Sustainability in forest management.** Manage urban trees to achieve the City's environmental sustainability goals for water and energy conservation, stormwater management, habitat protection, and climate resilience.



Examples of low impact development practices.

Goal C-6: Scenic vistas, views, and highways are protected and enhanced.

Intent: Views and scenic vistas help define the scenic value of Seaside. This goal seeks to protect prominent viewsheds in Seaside by protecting views, supporting the enhancement of natural resources, and landscape design.

Policies:

- **Views.** Protect public views of significant natural features, such as the Monterey Bay, the Pacific Ocean, the surrounding mountains, and other prominent viewsheds, as identified in Figure 38. Review all major redevelopment projects to ensure they will not significantly obstruct views from the public right-of-way of these major scenic resources.
- **Highway 1.** Preserve the unique public views visible from the Highway 1 corridor between Fremont Boulevard and the northern boundary of the city.
- **Landscape design.** Require new public and private landscape installations to consider access to vistas from the public realm and encourage landscape design that protects or enhances those views.
- **Signage and infrastructure.** Encourage signage, infrastructure, and utilities that do not block or detract from views of scenic vistas.
- **Light pollution.** Preserve skyward nighttime views and lessen glare by minimizing lighting levels along the shoreline by continuing to follow dark sky guidelines.

Goal C-7: A strong sense of cultural resources and historical places.

Intent: To help preserve, conserve, enhance, and educate the public about Seaside's multi-cultural and historical assets. The City celebrates its diverse cultural, ethnic and faith-based communities. 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:

- **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 the State Office of Historic Preservation, to administer federally and state mandated historic preservation programs that further the identified evaluation registration and protection of Seaside's irreplaceable resources. Support efforts to memorialize significant people, places, and events in the history of Seaside through public art and plaques. Consider the creation of a Historic Context Statement document.
- **Cultural Tourism.** Promote historic places and cultural tourism as an economic development strategy and way to bolster civic pride.
- **Wayfinding.** 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.
- **PR program.** Expand the PR program to ensure that Seaside will be recognized as the second most populous city in Monterey County with a fully-documented history and a unique culture.
- **Oral histories.** Support the record of life-stories of citizens who play a vital role in cultural preservation and raise consciousness of local history in the community at large and **safeguards Seaside's unique heritage.**
- **Black History Month.** Expand the local history and Black History Month exhibits in Avery Gallery, Oldemeyer Center and other public spaces as part of a program to inform the area population about Seaside's past and make our city more appealing to potential businesses and home-buyers.
- **Memorials.** Memorialize significant people, places and events in the history of Seaside with more plaques, road signs, public art and walking tours.



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chapter nine

HEALTHY + SUSTAINABLE COMMUNITY

Reducing energy consumption, using water more efficiently, improving healthy food access, and encouraging active transportation are important building blocks for promoting a healthy and sustainable environment and lifestyle for Seaside residents. The City will play a vital role in lowering greenhouse gas emissions and protecting residents from potential climate change impacts, including more frequent heat waves and rising sea levels.

This chapter covers: disadvantaged communities, healthy food, health care, community safety, air quality, energy and water conservation, solid waste reduction, green building, greenhouse gas reduction, and climate resilience. It also contains relevant goals and policies.

Statutory Requirements

Adopted in 2016 and implemented in 2018, Senate Bill 1000 (SB 1000), or the Planning for Health Communities Act, requires cities with disadvantaged communities to develop an Environmental Justice element, or related environmental justice goals and policies, as part of their general plans. The goal of SB 1000 is to help identify and reduce the unique or compounded health risks in these communities. Elements must address the reduction of pollution exposure, the improvement of air quality, and the promotion of public facilities, food access, safe and sanitary homes, park and open space access, and physical activity in disadvantaged communities. This Element covers all of the newly required topics and expands the focus of the Environmental Justice element to include sustainability, greenhouse gas emissions and the social, environmental, and economic impacts of a city's policies and programs.

Setting the Scene

Place, income, living conditions and education are all significant contributing factors to the health of a community. How the city plans and prioritizes growth for the future can determine how healthy residents are in the long term.

As the city grows, it must also protect the assets that make it a great place to live, work, and recreate. From global climate change to economic transformation, the City can make choices that will positively impact the community, environment, and economy and make it more healthy, sustainable, and resilient to future change.



Produce for Seniors at the Oldemeyer Center.

Disadvantaged Populations

Pursuant to Section 9711 of the Health and Safety Code, the California Environmental Protection Agency (CalEPA) defines a disadvantaged community as “a low-income area that is disproportionately affected by environmental pollution and other hazards that can lead to negative health effects, exposure, or environmental degradation.”.

The Office of Planning and Research (OPR) developed guidelines for identifying disadvantaged communities primarily using CalEnviroScreen data, supplemented by other data sources and community knowledge to groundtruth the results. CalEnviroScreen is a screening tool developed by the California Office of Environmental Health Hazard Assessment (OEHHA). The analysis below identifies disadvantaged communities and two methods recommended by OPR using CalEnviroScreen 4.0, the latest version at the time of completion.

The first method identifies disadvantaged communities (DACs) as those that are at or above the 75th percentile of the CalEnviroScreen index score. The second method specifies further by accounting for median household income. Using Method 1, the city does not have any areas that are at or above the 75th percentile of CalEnviroScreen and does not have any DACs (Figure 39).

Although the city has relatively low pollution levels overall, there is a concentration of neighborhoods that face heightened pollution and environmental hazards as indicated by Method 2 results. In Method 2, DACs are areas that are both low-income (80% of state and/or county area median income) and are at or above the 75th percentile of one or more CalEnviroScreen pollution exposure and environmental effects indicator scores.

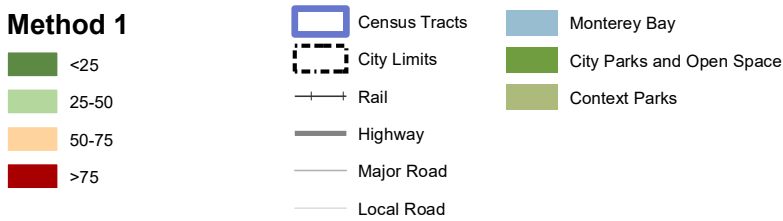
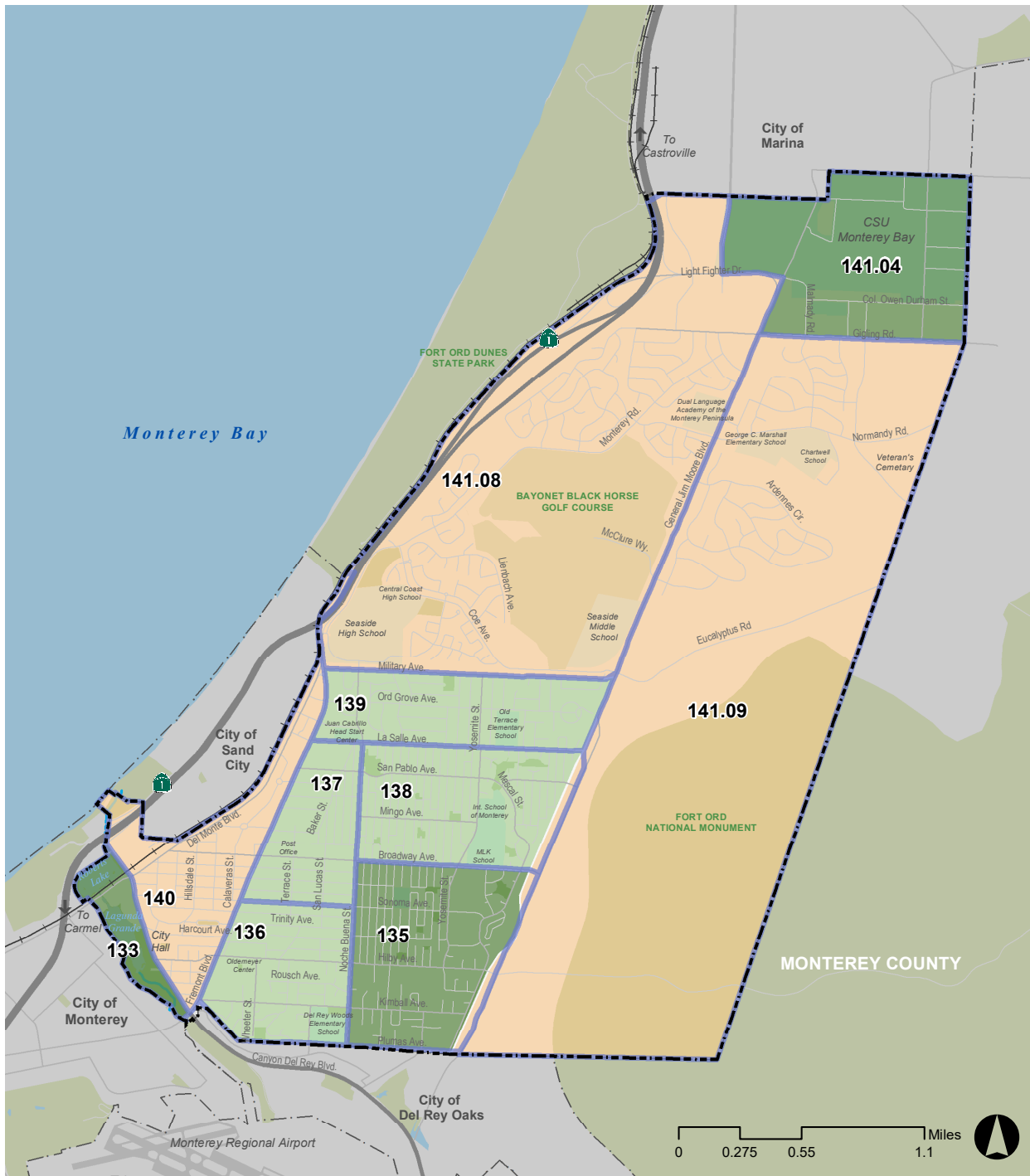
Based on the 2020 state income limits established by the California Department of Housing and Community Development (HCD), the area median income (AMI) for Monterey County is \$81,600. Therefore, low-income (80% of county AMI) in Seaside is a census tract or block group with a median household income of \$65,280 or below.

Seaside has three census tracts (136.00, 137.00, 140.00) and nine block groups (135.00.1, 136.00.1, 136.00.3, 137.00.1, 137.00.2, 138.00.2, 139.00.2, 140.00.1, and 140.00.2) that are low-income. Low-income communities in census tracts 136.00, 137.00, 139.00, and 140.00 face elevated children’s lead risk from housing being in the top 25% of CalEnviroScreen scores for this indicator. Two low-

income block groups in census tract 140.00 are also in the top 25% of CalEnviroScreen scores for the following indicators: cleanup sites, hazardous waste generators and facilities, and solid waste sites and facilities. Figure 42 illustrates the potential DACs as identified through Method 2: 136.00.1, 136.00.3, 137.00.1, 137.00.2, 139.00.2, 140.00.1, and 140.00.2.

Goals and polices throughout this Element and others attempt to address the existing disparities among Seaside residents. This Element incorporates policies and actions for healthy food access and community resilience in the most vulnerable populations. The Parks, Open Space, and Conservation Element identifies the need and approximate location of new parks in Terrace neighborhoods.

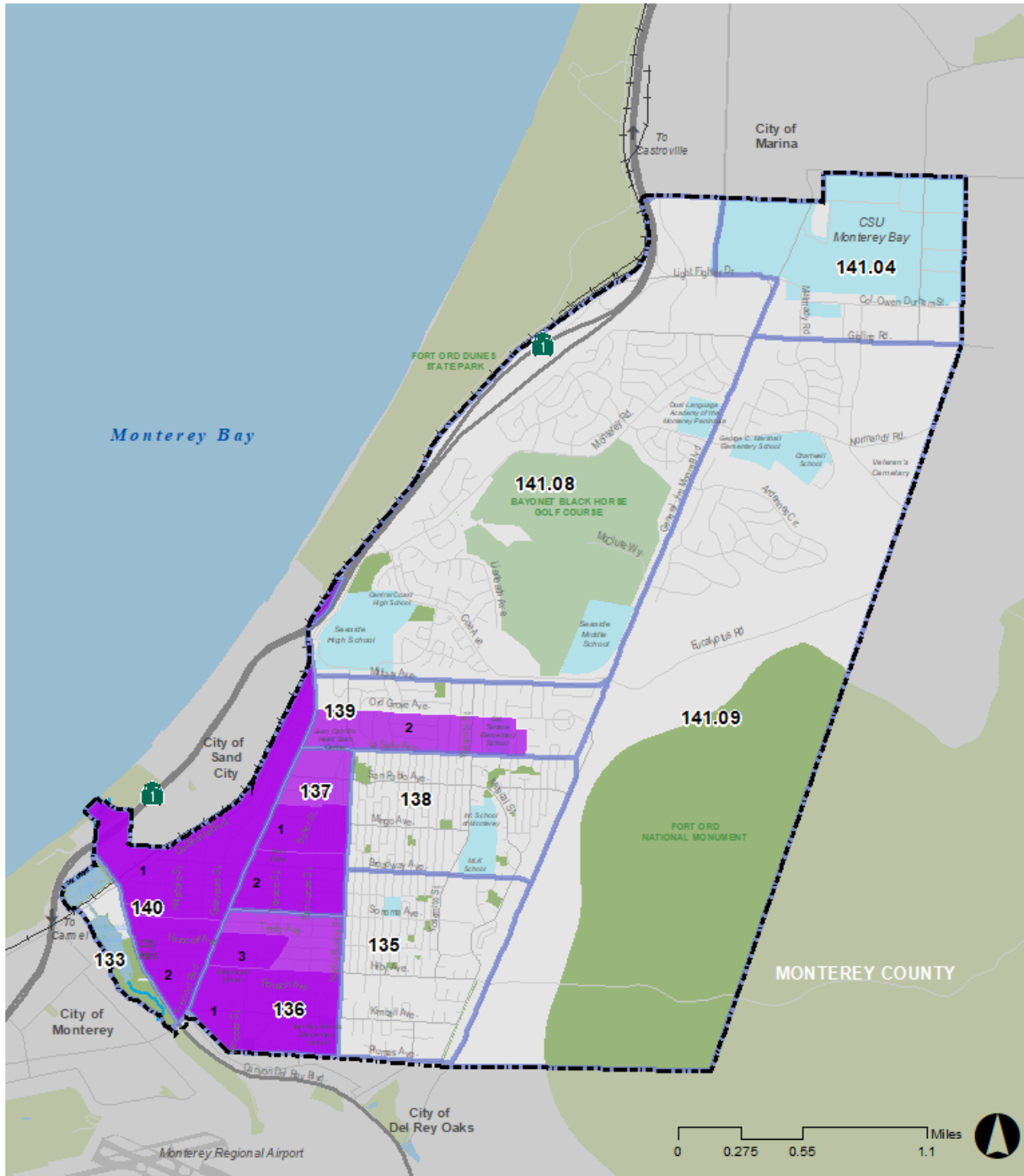
Figure 39: Disadvantaged Communities Screening Method I Results



Sources: City of Seaside (2016); Fort Ord National Monument (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022), USGS & NOAA (2016).

Source: CalEnviroScreen 4.0

Figure 40: Disadvantaged Communities (Screening Method 2)



Potential DACs

Potential DACs

- Census Tracts
- City Limits
- Rail
- Highway
- Major Road
- Local Road

- Monterey Bay
- City Parks and Open Space
- Context Parks



Sources: City of Seaside (2016); Fort Ord National Monument (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022); USGS & NOAA (2016).

Community Health

Healthy communities are places that foster positive health outcomes for all who live, work, and play. Good nutrition, physical activity, and access to healthcare all influence health. However, health is also influenced by many other factors, including access to economic opportunities, safe and sanitary housing, high-quality education, and low exposure to pollution (see Figure 41). A city's physical, social, and economic environments combine to make residents healthier and more resilient to long-term changes and short-term shocks. Seaside is working toward becoming a healthy community through

the policy, program, and design interventions in the physical environment outlined in the General Plan.

Healthy community programs can bring many benefits to Seaside, from better health, to new jobs, to economic investments. Improving these determinants can also help promote equity and community development over the long term and prepare the City for the potential impacts of climate change. This section describes these health conditions citywide.

Figure 41: Example of Healthy Communities Components



Overall Health Conditions

Seaside's leading causes of death are similar to those in Monterey County and California. The top three causes – cancer, heart disease, and COVID-19 – share some of the same risk factors. Identifying which risk factors are associated with certain causes of death can help prevent disease and keep people healthier.

Key risk factors in Seaside's leading cause of death include poor diet and lack of physical activity. In Seaside, 57 percent of youth ages 12-17 are obese or overweight.³⁸ Twenty-four percent of adults 18 years and older in Seaside were obese.³⁹

Better access to nutritious food and more opportunities for physical activity could reduce Seaside residents' vulnerability to these diseases. Poverty, low levels of education, and lack of access to health care may also contribute to these health conditions.

Access to Healthy Food

Healthy communities provide access to affordable and healthy food at grocery stores, produce markets, community gardens, and farmers' markets. Residents of communities with access to a full-service grocery store tend to eat more fruits and vegetables, have lower body weights, and lower rates of chronic diseases. Local food production can also reduce the distance food is shipped, lowering the environmental footprint of food production and distribution.

Residents in Seaside have access to both healthy and unhealthy food stores and restaurants with healthy choices. There are grocery stores and markets, which are concentrated along Fremont Boulevard. The City also houses restaurants and fast food establishments. These eateries are concentrated along Fremont Boulevard and Broadway Avenue. The City does not have a farmers' market.⁴⁰

Food security is also important for community health and wellbeing. "Food security" is defined as having access to enough food for an active, healthy life for all people at all times. Food insecurity can lead to undernourishment and malnutrition, which coincide with fatigue, stunted child development, and other health issues. Approximately 5 percent of adults age 18 and over in Seaside do not have the consistent ability to afford adequate amounts of food, which is lower than Monterey County (9%).⁴¹ Households that lack "food security" can obtain supplemental assistance from government programs, such as the CalFresh program and the Women Infants and Children (WIC) program.

Access to Health Care Facilities and Insurance

Healthy communities provide access to health care facilities and medical professionals. Health care access plays a role in preventing disease and maintaining good health. Seaside has two licensed health care facilities – the Seaside Community Health Center and Planned Parenthood. Seaside now has a mobile health clinic that serves the unhoused and underserved population.

The City is located within a Health Professional Shortage Area (HPSA) for dental professionals. A Health Professional Shortage Area is a federal designation given to areas that demonstrate a shortage of healthcare professionals, including primary care professionals, dentists, and mental health professionals.⁴² Existing Seaside neighborhoods have also been designated as a Medically-Underserved Area (MUA).^{43, 44}

Additionally, a significant number of Seaside adults are uninsured. In 2020, about 18 percent of adults were uninsured.

Community Safety

Healthy communities are safe, clean, and attractive. They include active neighborhoods, parks, and streets supported by good environmental design.

A variety of factors can impact community safety, including the concentration of liquor stores, underemployment, the presence of gangs, and lack of youth and family activities. Crime can have health, social, and behavioral implications for victims and their families, resulting in negative impacts on the neighborhood and community. Violent crimes, such as homicides, physical assaults, rapes, and sexual assaults affect the health outcomes of communities. While poverty crimes and violence can also have a broad impact on the rest of the community. The perception of crime can also impact individual health, businesses, and social cohesion.

While community safety had been a critical concern for Seaside residents, the City of Seaside has consistently experienced lower violent and property crime rates than the City of Monterey, Monterey County, and California.

Air Quality

Air quality depends on weather and is sensitive to climate change. Atmospheric warming associated with climate change has the potential to increase ground-level ozone in many regions, which may present challenges for compliance with ozone standards in the future. The impact of climate change on other air pollutants, such as particulate matter is less certain. However, climate change research continues to address these uncertainties.⁴⁵

Seaside is located in the North Central Coast Air Basin (NCCAB), which comprises all of Monterey, Santa Cruz, and San Benito Counties. Certain population groups, however, are more sensitive to air pollution than the general population. Children, the elderly, and acutely or chronically ill persons, especially those with cardio-respiratory diseases, are more likely to be impacted by poor air quality.

Environmental Sustainability

Sustainability is often defined as the ability to meet the needs of the current generation without compromising the ability of future generations to meet their needs. Sustainability is a cross-cutting issue that centers on environmental, social, equity and economic considerations. In specific terms, taking a sustainability approach means conserving energy and water, diverting waste from the landfill, preparing for the potential impacts of climate change, and reducing greenhouse gas emissions, among others.

Energy

Energy consumed by residential and commercial buildings accounts for nearly 35 percent of all greenhouse gas emissions in Seaside. Improving energy efficiency and encouraging renewable energy is an essential component of the city's path towards sustainable development, lower greenhouse gas emissions, and a resilient community. Energy efficiency is one of the most cost-effective strategies to reduce energy use, while leading to lower energy costs and healthier homes, schools and businesses. Similarly, generating electricity from renewable energy, such as wind and solar, can reduce demand for fossil fuels and decrease emissions of carbon dioxide and air pollutants. Both renewable energy generation and energy efficiency programs also help to create local, green jobs that support the City's economic development. Policies in this Element seek to support energy efficiency, renewable generation, and green job creation. The Community Facilities and Infrastructure Element provides additional policies related to the City's energy transmission system.



Electric Vehicle charging at City Hall.

Water

Seaside has very low water use. Homes, businesses, and the City have implemented water efficiency and conservation initiatives, including programs to increase the use of smart irrigation controllers, rainwater capture and low-flow toilets and to buyback lawns.

As described in the Community Facilities and Infrastructure Element, water supply limitations significantly affect development opportunity and have the potential to create water shortages for existing customers if new supplies are not developed. A portfolio of new water sources is under development by California American Water, Seaside Municipal Water Service, or the Marina Coast Water District; however, until these projects are implemented, water supply availability may constrain new development and redevelopment. Furthermore, California recently came out of one of the most severe droughts on record. Though droughts are a natural part of the climate, climate change has the potential to significantly alter the patterns of water availability and demand in the future. Moving forward, the City will maintain its commitment towards water conservation and water efficiency throughout the community.

Solid Waste

The City of Seaside currently contracts with Green Waste Recovery to collect solid waste, recyclable materials, organics (including yard trimmings and food waste), and construction and demolition debris. In 2019, ReGen Monterey formerly known as Monterey Regional Waste Management District's (MRWMD's) received 28,000 tons of materials from Seaside.

Diversion rates are expected to increase, pursuant to the requirements of AB 939, AB 341, AB 1826, and SB 1383. AB 939 (Public Resources Code 41780) requires cities and counties to prepare integrated waste management plans and to divert 50 percent of solid waste from landfills beginning in calendar year 2000 and each year thereafter. In response to AB 939, the ReGen Monterey, of which the City of Seaside is a member agency, opened the Materials Recovery Facility (WRF) in April 1996. The MRF diverts 50% of the incoming mixed waste through reuse and recycling. Furthermore, AB 341 of 2011(Chapter 476, Statutes of 2011) sets a statewide goal of 75 percent disposal reduction by the year 2020. In February 2018, the Monterey Regional Waste Management District opened the new MRF 2.0, which allows the facility to recover 75 percent or more of the mixed waste stream arriving from self-haul, commercial, and multi-family sources. Likewise, SB 1383, establishes a statewide target to reduce the disposal of organic waste by 75% by 2025 to reduce methane emissions from organic material in landfills.

Recycling and composting are important steps in reducing the environmental impact of homes and businesses. However, the majority of energy use and carbon emissions from the goods we buy and the food we consume relate to the production, transportation, and selling of these products. A sustainable community continues to invest and support in its waste diversion program, but it also makes smart and sustainable decisions about product purchasing, use, and production of goods and services.

Green Building

Seaside's homes and businesses affect our health and environment by efficiently using energy and water resources, reducing waste and pollution, and protecting health. Green building is the practice of creating and using healthier and more resource-efficient models of construction, renovation, maintenance, and demolition for buildings.

Seaside is required to implement the California Building Code, the latest requirements governing design and construction of buildings to achieve safety and sustainability in new and remodeled development. The California Building Code includes the first-in-the-nation mandatory green building standards, CALGreen. CALGreen is an evolving set of standards that reduce greenhouse emissions from buildings, promote environmentally responsible, cost-effective, healthier places to live and work, and reduce energy and water consumption. CALGreen is updated every four years to respond to the environmental directives of the State, incorporate new technologies and practices, and address new topics. Cities and counties can also exceed the state's required building codes by implementing local ordinances known as reach codes. Reach codes help cities and counties deepen their transition to cleaner energy, reduce pollution and risk of fire, improve air quality, and lower costs.



Seaside e-waste recycling.

Climate Change

Climate is the long-term behavior of the atmosphere – typically represented as averages – for a given time of year. This includes average annual temperature, snowpack, or rainfall. Human emissions of carbon dioxide and other greenhouse gas emissions (greenhouse gases) are important drivers of global climate change, and recent changes across the climate system are unprecedented. Greenhouse gases trap heat in the atmosphere, resulting in warming over time. This atmospheric warming leads to other changes in the earth systems, including changing patterns of rainfall and snow, melting of glaciers and ice, and warming of oceans. Human-induced climate change is already affecting many weather and climate extremes in every region across the globe. Evidence of observed changes include heatwaves, heavy precipitation, droughts, and hurricanes.

Likewise, California and Seaside are already experiencing the effects of a changing climate. Both gradual climate change (e.g., sea level rise) and climate hazard events (e.g., extreme heat days) expose people, infrastructure, buildings and properties, and ecosystems to a wide

range of stress-inducing and hazardous situations. These hazards and their impacts disproportionately affect the most sensitive populations in the city, including children and elderly adults, low-income populations, renters, and immigrants, among others. As Seaside plans and implements their response to climate change, an opportunity exists to create stronger, more equitable and sustainable communities for everyone.

Seaside can incorporate two approaches to address climate change: it can reduce the impacts of climate change through policies and programs that lower greenhouse gas emissions (mitigation measures), and it can take steps to address the impacts of climate change by preparing infrastructure, people, and ecosystems to adapt to change (adaptation or resilience measures). Many greenhouse gas reduction and adaptation measures overlap. These include measures, such as urban forestry and energy efficient programs, reducing emissions and making Seaside more resilient to changing climate conditions. Potential climate impacts, vulnerabilities, and adaptation measures are included in the Safety Element.

Figure 42: Climate Change Mitigation and Adaptation

Mitigation

Actions that are taken to reduce and curb greenhouse gas emissions



Adaptation

Actions to reduce vulnerability to the effects of climate change



Greenhouse Gas Emissions (Mitigation)

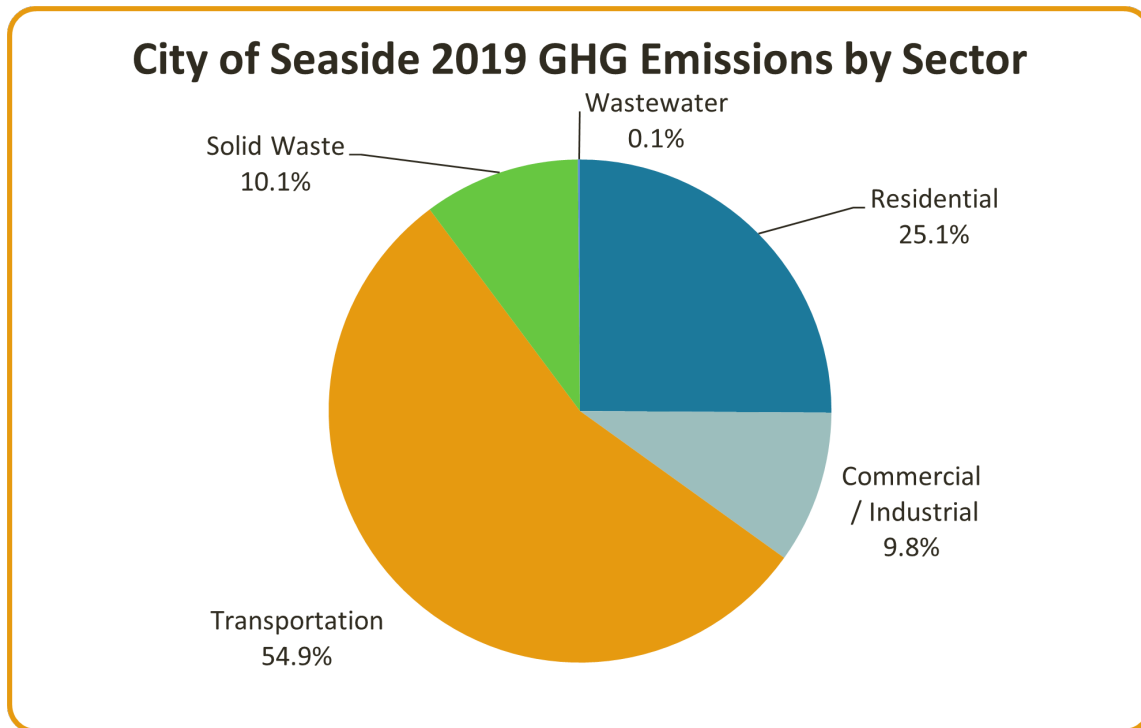
The Seaside greenhouse gas emissions inventory provides a snapshot of emissions for 2005, 2010, 2015, 2018, and 2019 to quantify the main sources of emissions from municipal operations and the community as a whole. The purpose of the inventory is to::

- Identify and understand the sources and quantities of emissions within a local government’s jurisdictional boundary;
- Create an emissions baseline that can be used by the City to measure progress towards emissions reductions targets;
- Understand the trend in greenhouse gas emissions over time;
- Use the baseline to prioritize and evaluate potential government actions; and
- Make informed policy decisions related to greenhouse gas emissions reduction.

In 2019, total greenhouse gas emissions in Seaside were approximately 80,000 metric tons of CO₂ (MTCO₂). On a per person basis, this is approximately 2.4 MTCO₂ per Seaside resident. These emissions account for direct emissions from the on-site combustion of fuels and the combustion of fuel in vehicles, indirect emissions associated with electricity consumption, and emissions from solid waste generated and water consumed by Seaside. Figure 43 shows the greenhouse gas emissions by sector.

Since 2005, Seaside’s greenhouse emissions decreased by 22 percent as shown in Figure 44. Lower electricity and natural gas usage, in addition to PG&E efforts to increase renewable energy generation and the launch of Central Coast Community Energy, reduced residential emissions by 44 percent and commercial emissions by 57 percent. Transportation emissions increased 14 percent. Solid waste emissions decreased by 22 percent. These reductions chart Seaside on course to reduce emissions.

Figure 43: Greenhouse Gas Emission Sources



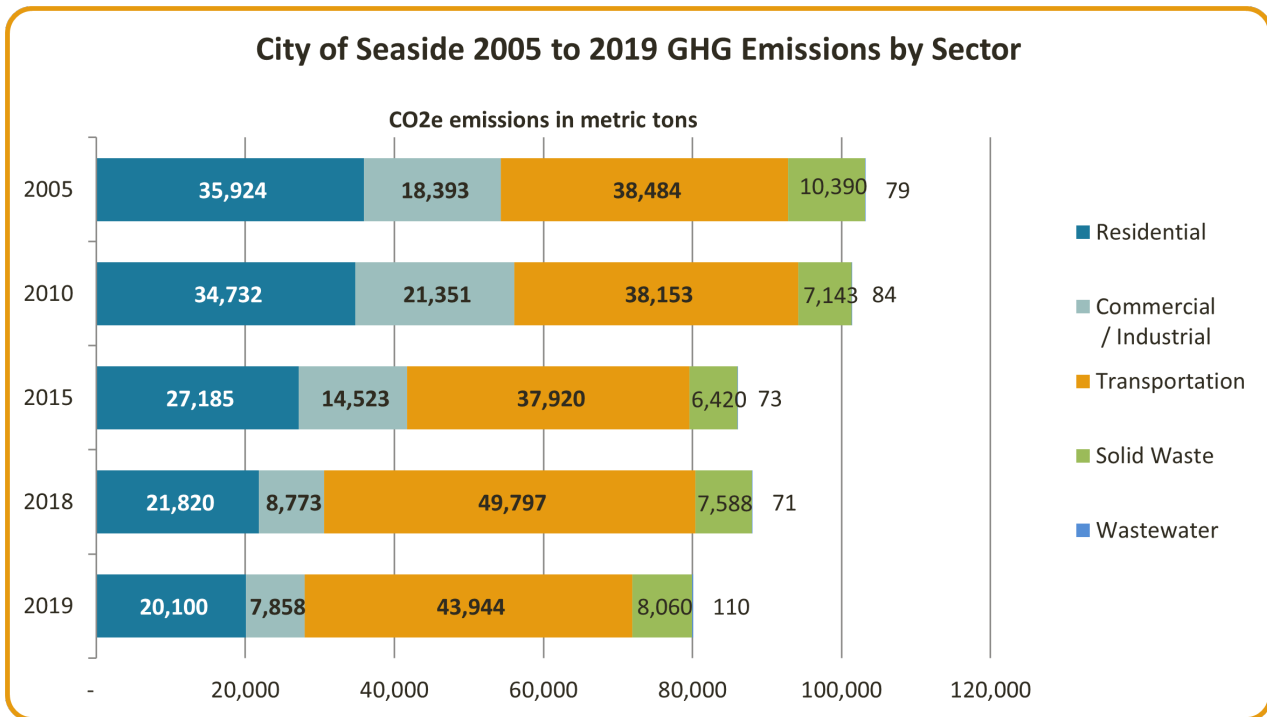
Source: AMBAG Energy Watch

Cities play an important role in reducing greenhouse gas emissions. Cities regulate many activities that contribute to greenhouse gas emissions, including land use and transportation planning, implementation of building codes, and control of municipal operations. Seaside can take numerous steps to reduce greenhouse gas emissions including:

While responding to the impacts resulting from climate change may be the primary reason to reduce greenhouse gas emissions, Seaside businesses and residents can realize co-benefits from mitigation strategies, such as better health outcomes, lower energy costs, improved access to transportation options, and better resource efficiency.⁴⁶

- Lowering vehicle miles traveled;
- Increasing the amount of renewable energy used;
- Reducing energy and water uses in buildings, street lights, and parks; and
- Capturing carbon dioxide in natural and urban forests.

Figure 44: Total Greenhouse Gas Emissions 2005–2019



Source: AMBAG Energy Watch

Goals and Policies

Goal HSC-1: A City that supports health equity for all residents by promoting access to affordable, quality health care, mental health care, and social services.

Intent: To promote community health programs and services, including access to medical care and social and economic opportunities. To achieve this, the City will collaborate with Monterey County agencies, the Monterey Peninsula Unified School District, and community-based organizations to improve health outcomes by expanding and leveraging resources, capacity, and programs that promote health equity.

Policies:

- **Health equity.** Encourage programs and practices that aim to reduce health inequities. Partner with public and private health partners to work towards ensuring a healthy and sustainable lifestyle for all Seaside residents and workers.
- **Health in All Policies approach.** Integrate a Health in All Policies approach to governance that aligns with County initiatives, policies, and strategies.
- **Partnerships for health.** Support partnerships with local health service providers, the County Public Health Department, schools, and other community-based organizations to promote health, wellness, and preventative care through comprehensive, holistic, and well-integrated programing.
- **City actions and programs.** Promote and address the health and wellness of the public through the City's actions, policies, programs and publications.
- **Educational materials about health.** Provide information about health, including nutrition programs, health care facilities, and wellness, through City-sponsored events, publications and activities. Coordinate with the Monterey County Health Department to support educational awareness.
- **Culturally-sensitive services.** Encourage health care providers to provide culturally-sensitive health care services (e.g., multi-lingual providers).
- **Regulatory incentives.** Allow the City to provide financial and regulatory incentives for low cost medical clinics and doctor's offices to locate in Seaside.
- **Flexible spaces.** Promote the flexible use of community centers, libraries, and schools to provide important health services to Seaside residents. Consider novel health care alternatives, like pop-up vaccinations or pop-up health screenings and mobile health clinics.
- **Regional presence as sustainability partner.** Play an active role in AMBAG and the development and implementation of the Sustainable Communities Strategy. Encourage land use patterns that encourage walking, conserve land, energy, and water resources, support active transportation, reduce vehicle trips, and improve air quality.
- **Behavior health.** Promote behavioral health services, including those targeted towards families and children, through land use and zoning regulations, partnerships for health, and provision of educational material materials.

Goal HSC-2: Neighborhoods designed to encourage a healthy lifestyle for people of all ages, abilities, income levels, and cultural backgrounds.

Intent: To design neighborhoods in Seaside that have positive impacts on the health and the well-being of residents in the near and long term. To achieve this, the City will integrate and promote health as part of planning and designing the built environment.

Policies:

- **Neighborhood design.** Design neighborhoods to promote pedestrian and bicycle activity as alternatives to driving. This policy is implemented through the Land Use and Community Design Element.
- **Active transportation.** Prioritize transportation system improvements that encourage walking, biking and transit use in the areas with the highest need. This policy is implemented through the Mobility Element.
- **Vision zero.** Strive for a safe transportation system that eliminates traffic-related fatalities and reduces non-fatal injury collisions. This policy is implemented through the Mobility Element.
- **Housing options and affordability.** Promote development of a variety of housing types that meet the needs of residents of all income levels. This policy is implemented through the Housing Element.
- **Park access.** Increase access to existing and proposed parks and open spaces throughout historic Seaside neighborhoods and former Fort Ord lands. This policy is implemented through the Parks, Open Space, and Conservation Element.
- **Social connectedness.** Design neighborhoods to facilitate social connectedness, siting parks and other public spaces, and placemaking activities in central, easily-accessible locations. This policy is implemented through the Land Use and Community Design Element.
- **Childcare services.** Encourage the development of a range of child care facilities that support voucher-based child care, including family day care homes and public and private childcare centers in order to fulfill the variety of childcare needs of Seaside families. This policy is implemented through the Goal HSC-11
- **Health equity.** Encourage programs and practices that aim to reduce health inequities. Partner with public and private health partners to work towards ensuring a healthy and sustainable lifestyle, including access to healthy food, for all Seaside residents and workers.
- **Coordination with regional agencies.** Integrate a Health in All Policies approach to governance that aligns with County initiatives, policies, and strategies.
- **Health-promoting uses.** Prioritize health-promoting uses in new development including neighborhood markets, grocery stores, medical centers, pharmacies, parks, gyms, and community gardens.

Goal HSC-3: Healthy and affordable food available to all residents.

Intent: To provide access to affordable and healthy food at grocery stores, produce markets, community gardens, and farmers' markets. To achieve this, the City will support easy access to healthy and affordable food, promote regional food, and support local food enterprises.

Policies:

- **Healthy food.** Ensure convenient access to affordable, fresh produce in all neighborhoods, including grocery stores, farmers' markets, and community gardens, particularly in underserved areas of Seaside.
- **Community gardens.** Support the use of public and private vacant lots, private development, and public facilities for growing food for personal consumption and enhancing social cohesion, as feasible or appropriate.
- **Urban agriculture.** Encourage residents to grow food (fruits and vegetables) and raise chickens and bees so long as there are not significant negative impacts to local adjacent property owners
- **Local food production.** Encourage local food production and distribution from regional sources in Monterey County to reduce the distance food travels and pollution associated with transporting food.
- **Farmers' market.** Explore opportunities to encourage a regular weekly certified farmers' market in Seaside.
- **Food procurement.** Encourage healthy food and nutrition choices at City facilities and City-sponsored events.
- **Youth food programs.** Work with the Monterey Peninsula Unified School District and other Seaside schools to create or implement educational programs for kids about healthy eating, such as edible school yards and healthy cooking classes.
- **Liquor stores.** Be cognizant of and discourage potential concentrations (e.g. multiple stores on the same block or intersection) of liquor stores and corner stores that sell liquor.
- **Food Insecurity.** Educate residents about eligibility requirements for government nutrition programs, such as WIC and CalFresh.
- **Food businesses.** Encourage and promote innovative food microenterprises in Seaside and create economic development opportunities for entrepreneurs.



Example of a community garden.

Goal HSC-4: Neighborhoods that enhance the safety and welfare of all residents, employers, and tourists in the City of Seaside.

Intent: To promote safe, clean, and attractive healthy communities with active neighborhoods, parks, and streets supported by good environmental design. To achieve this, the City will promote programs, partnerships, and community design to improve community safety and minimize pollution burden. Additional public safety policies are included in the Safety Element.

Policies:

- **Community relations.** Continue to foster positive, peaceful, mutually-supportive relationships between Seaside residents and the police.
- **Community and recreational programs.** Encourage the development and operation of community and recreational facilities, programs, internships and block-party neighborhood events as pre-emptive strategies to reduce youth-related crime and to serve all phases of life (e.g., children, families, senior citizens)
- **Regional public safety partnerships.** Encourage regional partnerships that support the coordination of public safety awareness and crime prevention in the community.
- **Lighting.** Improve lighting and nighttime security across all City neighborhoods.
- **Protect sensitive receptor uses.** Discourage development of sensitive land uses – defined as schools, hospitals, residences, and elder and childcare facilities – near air pollution sources – including freeways and polluting industrial sites. In the case of communities (e.g., census tract 140.00) currently residing next to polluting sites such as hazardous and solid waste facilities, regularly ensure the cleaning of these sites to reduce exposure associated with increased health risks.
- **Cleanup of hazardous sites.** Seek funding opportunities for the cleanup, maintenance, and redevelopment of contaminated hazardous sites.
- **Housing rehabilitation.** In partnership with the Monterey County Public Health Department, reduce and remove common home pollutants such as lead, asbestos, mold, and pests, especially in older multifamily buildings where families with children live, by modernizing and maintaining these units.
- **Recreational facilities.** Encourage the location of recreational centers in areas not subject to environmental hazards and in areas where they are easily accessible by public transportation.

Goal HSC-5: 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. Engagement should meet people where they already are such as at businesses, churches, community events and other public spaces. Outreach and engagement should also be conducted in the native language spoken in these 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.
- **Equitable development.** Develop land use strategies that promote a healthy, vibrant, and inclusive community. Ensure that all members of the community can participate in and benefit from land decisions in their communities.

Goal HSC-6: High-quality educational and expanded workforce opportunities for all Seaside residents.

Intent: To expand access to educational opportunities and career and vocational training that can increase economic opportunity for all residents and strengthen the regional economy. To achieve this, the City will focus on making training and educational resources available to the most disadvantaged residents, improving health outcomes and reducing inequities for Seaside residents.

Policies:

- **Enrichment programs.** Promote free or low-cost child and family enrichment programs and afterschool supplemental education programs.
- **Job training and placement.** Promote job training and placement in industries responsive to future economic trends and the City's economic goals, such as "green" industries focused on alternative energy technologies, applied robotics, ag-tech, advanced manufacturing, computer hardware, software, and data services, telecommunications, scientific research and cannabis research and testing.
- **Regional coordination for workforce training and development.** Work with regional partners to support job training and workforce development.
- **Early Childhood Education.** Support a high quality, universal system of early childhood education, especially in low income communities.
- **Youth training and employment.** Support participation in youth training and employment programs as a strategy to improve educational attainment and generate professional aspirations.
- **College pathways for disadvantaged students.** Work with CSUMB as well as other colleges and universities, and regional partners to expand the number of disadvantaged students from Seaside that attend and graduate from 2-year and 4-year colleges. Strive to create incentives for city residents to attend CSUMB.
- **Town-gown partnerships.** Maintain strong "town-gown" relationships with regional institutes of higher learning, including CSUMB, UCSC, Monterey College of Law, Panetta Institute of Public Policy, Middlebury Institute of International Studies, Naval Postgraduate School, and others, and collaborate on potential expansion as appropriate.
- **Regional institutes of higher learning student retention.** Promote efforts to retain students from regional institutes of higher learning as permanent Seaside residents and members of the local workforce after graduation.
- **Regional education coordination.** Coordinate with local and regional educational institutions, including the Monterey Peninsula Unified School District, Monterey Peninsula College, CSUMB, and Middlebury Institute of International Studies, to provide community services and programming that promote educational opportunities.
- **County partnership.** Partner with the network of Monterey County Free Libraries to promote educational programs that teach children, teens, and adults with low literacy to improve reading skills, improve English conversational skills, and homework support.
- **University library access.** Coordinate with CSUMB, MPC and MIIS to offset demand for local libraries and encourage public access to university library resources.
- **Adult education.** Support the creation of adult education and training programs, including English language classes, vocational training, and financial literacy programs that empower residents to save, budget, build credit, and explore investment opportunities.

Goal HSC-7: Citywide greenhouse gas emissions that meet State reduction targets.

Intent: To meet greenhouse gas reduction targets set by the State. To achieve this, the City will quantify total emissions produced by Seaside and formalize strategies emissions in a Climate Action Plan for reducing greenhouse gas emissions.

Policies:

- **Reduction targets.** Establish greenhouse gas emission reduction targets in line with those of the State that call for reducing greenhouse gas emissions as follows:
 - 40 percent below 1990 levels by 2030
 - Carbon neutrality by 2045
- **Reduction measures.** Implement greenhouse gas reduction measures to achieve greenhouse gas reduction targets through the development of a Climate Action Plan or similar.
- **Monitor emissions.** Monitor and report greenhouse gas emissions so that reductions can be tracked in a transparent, consistent, and accurate manner.
- **Reduction programs.** Use the emissions inventory and monitoring tools to identify, prioritize, and update programs that effectively contribute to greenhouse gas reductions.
- **Municipal emissions.** Prioritize municipal policies and programs that reduce the City's carbon footprint, such as purchasing alternative fuel vehicles, pursuing solar installation, implementing green purchasing, and retrofitting existing buildings.
- **Green jobs.** Promote greenhouse gas reduction measures that support local job training and placement in green industries focused on environmental sustainability, renewable energy, renewable-related technologies, and bioremediation.
- **Sustainable Communities Strategy.** Collaborate with regional and State partners to implement the Sustainable Communities Strategy to reduce greenhouse gas emissions, balance jobs and housing, and develop transportation systems that support all modes of circulation.

Goal HSC-8: Buildings and landscapes that promote water conservation, efficiency, and the increased use of recycled water.

Intent: To address water supply limitations that significantly affect development opportunities in the city and that have the potential to create water shortages for existing customers. To achieve this, the City will reduce potable water used by buildings and landscapes in Seaside, focusing on water conservation, water efficiency, and recycled water use. Additional water policies are included in the Community Facilities and Infrastructure Element.

Policies:

- **Partnerships.** Partner with the Marina Coast Water District, California-American Water, Pure Water Monterey, and the Seaside Municipal Water System to promote and implement water conservation measures, leak detection, and water efficient fixtures.
- **Outreach programs.** Perform outreach efforts to residential and commercial owners to increase awareness of existing water efficiency incentive programs through the City's website and other media methods.
- **Funding sources.** Continue to support and implement third-party programs and financing sources, such as the PACE program, to improve energy and water efficiency of existing buildings.
- **Reduced water use.** When feasible, augment regional conservation programs with City resources to encourage reduced water use in homes and businesses.
- **Recycled water distribution.** Continue to expand the recycled water supply and distribution facilities in the city.
- **Water innovation.** Encourage innovative water recycling techniques such as rainwater capture, use of cisterns, and installation of greywater systems.
- **Conservation design requirements.** Continuously update and improve water conservation and landscaping requirements for new development.
- **Education.** Promote education on policies and practices to encourage residents and businesses to conserve water.



Example of recycled water used for outdoor irrigation.



MCWD at Park-ing Day.

Goal HSC-9: Energy efficient buildings that use energy from renewable sources.

Intent: To improve energy efficiency and encourage renewable energy that will lower greenhouse gas emissions, support green job creation, and create a more resilient community. To achieve this, the City will improve community-wide access to renewable energy in a way that meets community needs while positioning the community for a sustainable energy future.

Policies:

- **Net zero buildings.** Explore a requirement for all new residential buildings to use net zero energy by 2030 and all new commercial buildings by 2040, consistent with State goals.
- **Energy efficiency education.** Increase educational and outreach efforts to residential, commercial, and institutional building owners to increase awareness of PG&E, EnergyWatch, and Central Coast Community Power programs, rebates, and incentives and to improve energy efficiency.
- **Funding sources.** Support and implement third-party programs and financing sources, such as a PACE program and CalSolar, to improve energy and water efficiency of existing buildings and to generate renewable energy locally.
- **Efficiency upgrades.** Promote energy efficiency upgrades, such as weatherization and lighting retrofits for qualified households.
- **Renewable energy.** Encourage the installation of renewable energy generation sources in the design and development of new development to reduce energy costs and support resource conservation.
- **Dark Sky.** Partner with PG&E to retrofit streetlights with LEDs that comply with Dark Sky standards.
- **Central Coast Community Power.** Continue to participate as a member of Central Coast Community Power to provide cleaner and more cost-effective electricity to Seaside residents and businesses.
- **Audits and upgrades.** Partner with local residential and business associations to require energy disclosure, audits, and/or upgrades at time of sale of residential and commercial properties.

GOAL HSC-10: A City that supports programs and partnerships that address the diverse child care needs of its community.

Intent: To increase the number and distribution of childcare facilities throughout the City. To achieve this, the City will continue to support and integrate child care programs in the City and work with local partners to improve child care access.

Policies:

- **Childcare facilities.** Encourage the development of a range of childcare facilities including family day care homes and public and private childcare centers to fulfill the needs of Seaside residents and employees.
- **Childcare integration.** Coordinate and integrate childcare programs with housing and social programs, wherever feasible.
- **Childcare siting.** Consider siting childcare facilities as part of the redevelopment of downtown and in or near major new employment centers with office and R&D jobs, wherever feasible.
- **Childcare availability.** Incorporate childcare into City-sponsored recreation, workshops, and community engagement activities, wherever feasible.
- **Child care services.** Support expansion of affordable and high quality child care options for working parents and those pursuing higher education.

Goal HSC-11: New construction that meets a high-level of environmental performance.

Intent: To ensure that new homes and businesses in Seaside supports healthy environment design. To achieve this, the City will promote efficient use of energy and water resources, reduce waste and pollution, and protect health. Buildings can create healthy living and working conditions and meet a high-level of environmental performance.

Policies:

- **CalGreen.** Ensure future development meets the mandatory elements of CalGreen.
- **Sustainable building practices.** Encourage innovative sustainable building practices when homes are renovated and new buildings are constructed.
- **Red list materials.** Encourage new construction and additions to avoid “Red List” materials and chemicals due to health concerns.
- **Solar-ready buildings.** Require commercial, mixed-use, and multifamily buildings to be solar ready by providing a solar zone and infrastructure such as solar panel standoffs and conduit.
- **Passive solar techniques.** Encourage new development to reduce building energy use by:
 - Maximizing interior daylighting.
 - Using cool exterior siding, roofing, and paving materials with relatively high solar reflectivity to reduce solar heat gain.
 - Planting shade trees on south- and west-facing sides of new buildings to reduce energy loads.
- **Education and training.** Partner with CSUMB and Rancho Cielo to encourage long-term green technology education and training.

Goal HSC-12: A zero-waste program that increases recycling and reduces food scraps and green waste sent to the Regional Waste Management District.

Intent: To ensure the City provides leadership in waste management services to the community. To achieve this, the City will provide quality services to hard to reach populations, including multifamily and commercial buildings, and work to reduce the negative health and environmental impacts of waste, especially for communities in close proximity to these sites. Additional solid waste policies are included in the Community Facilities and Infrastructure Element.

Policies:

- **Commercial and multifamily recycling.** Promote GreenWaste Recovery's recycling programs expanding outreach to commercial and multifamily residences, including programs that convey the lifecycle effects from green purchasing and recycling.
- **Food and green waste.** Work with GreenWaste Recovery to expand green waste programs so they collect food waste and green waste from commercial and residential uses and divert from landfills.
- **Green purchasing.** Promote green purchasing options across all City departments. Consider the lifecycle effects from purchases.
- **Recycled and locally-sourced materials.** Encourage new construction projects to use recycled and locally-sourced building materials in projects.
- **Salvage and recycle construction materials.** Ensure construction demolition achieves the State's 50 percent target for material salvage and recycling of non-hazardous construction materials.
- **Waste containers.** Promote waste reduction, recycling, and composting by making separate containers available in gathering areas of City-owned facilities.
- **Community reuse.** Support community-based programs that promote food sharing, electronics recycling, and the reuse of consumer goods.

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CITY HALL



chapter ten

COMMUNITY FACILITIES + INFRASTRUCTURE

Building safe, strong, and well-maintained community facilities and infrastructure is essential to the functioning of any community. Water, energy, waste, and telecommunications systems support the needs of Seaside's diverse community and ensure a high quality of life for residents, workers, and visitors to the city and foster future investments in the city. These facilities and infrastructure systems must also be adaptable to changes in the city, accounting not only for existing capacity, but also future demand, climate change and sustainable design, and potential funding options.

Topics covered in this chapter include: water, sanitary sewer, storm drainage and flood control, energy, solid waste, city facilities, and schools. This chapter also includes related goals and policies.

Statutory Requirements

The State of California does not require that a city's General Plan include a separate Community Facilities and Infrastructure Element, but does require the topic of facilities and infrastructure to be addressed. State law requires capital facilities be consistent with the General Plan. The Community Facilities and Infrastructure Element provides a set of goals, policies, and implementation actions to maximize urban water management, stormwater systems, recycled water use, and use of public buildings.

Coastal Land Use Plan

The California Coastal Act additionally identifies specific requirements related to infrastructure and water quality. These include identifying current and projected infrastructure capacity based on service improvements that are consistent with the California Coastal Act and Local Coastal Program policies, identifying land use designations and intensities commensurate with the level of available infrastructure (e.g., sewer, water, and road or transit systems, including limiting Highway 1 to two lanes in rural areas), and identifying grading regulations to minimize alterations of natural landforms.

Setting the Scene

Utilities

Utility systems within the City include potable and recycled water, sanitary sewer, storm drainage, natural gas distribution, electric distribution, and a variety of telecommunications systems. This section provides an overview of the City's utility infrastructure and services.

Water

The City coordinated with public water systems, including but not limited to the Seaside Municipal Water System, in preparation of this General Plan and as well as part of the Water Supply Assessment prepared with the EIR for this General Plan.

Water service is provided to Seaside by the California American Water Company (Cal-Am), Marina Coast Water District (MCWD) and Seaside Municipal Water System (SMWS), a City-owned and operated water utility. A portion of the former Fort Ord lands have been annexed to the service area of MCWD, and some have been identified as within MCWD sphere of influence while others have been identified as future study areas.

The City (along with the entire Monterey Peninsula) relies entirely on local water supplies. The historic supplies - the Carmel River, the Seaside Groundwater Basin, and the Salinas Aquifer - are subject to production limitations, which are on a reducing schedule. Development within the city has been stagnant for over a decade, in part on account of these limitations, and there is a potential for these restrictions to create a water shortage for existing customers if new supplies are not developed. SMWS is currently overpumping its water allocation from the Seaside Groundwater Basin. In 2021, SMWS declared a water shortage emergency and issued a moratorium on new meters.

A portfolio of new water sources is under development by Cal-Am, MCWD, Monterey One Water (formerly the Monterey Regional Water Pollution Control Agency) ("M1W) and Monterey Peninsula Water Management District (MPWMD). These include Cal-Am's Pure Water Monterey and Monterey Peninsula Water Supply Project and MCWD's RUWAP recycled water use and desalination plant projects. Until these projects and/or equivalent are implemented, water supply availability will limit the potential for both new development and redevelopment.

In 2022, the City approved the purchase of recycled water from MCWD. Recycled water is planned to be used primarily for irrigation of the Bayonet and Black Horse Golf Courses, parks, and other open spaces and will free up other sources of water for future development at Campus Town, increase opportunities for housing and economic development throughout the city.

The city's land, primarily east of General Jim Moore Boulevard is being used for various water enhancing projects, such as the aquifer water and storage project operated by Monterey Peninsula Water Management District (MPWMD) and Cal-Am. Injection wells operated by M1W as a part of the Pure Water Project, are located the east of General Jim Moore Boulevard.

Sanitary Sewer

Sanitary sewer service outside the limits of the former Fort Ord is provided by the Seaside County Sanitation District (SCSD), a Monterey County Special District which serves the cities of Seaside, Del Rey Oaks and Sand City. Within the boundaries of the former Fort Ord, sewer service is provided by the Marina Coast Water District.

The City does not own/operate the sewer collection systems within the city. Additional information on the systems can be found in the SCSD and MCWD Sewer Master Plans. Long term improvements (e.g., upsizing sewer lines) to allow development of the former Fort Ord lands are anticipated and will need to be completed in conjunction with the development of former Fort Ord.

Wastewater collected by SCSD and MCWD, as well as from the cities of Monterey, Pacific Grove, and Marina, flows to the Monterey 1 Water (M1W) Interceptor Pipeline. The wastewater is then pumped to and treated at Regional Treatment Plant, located north of the City of Marina. Treatment capacity is not anticipated to be a limiting factor for development/redevelopment within the city.

MCWD has annexed portions of the Ord Community to its service area. SCSD and MCWD are currently in negotiations to establish annexation limits for each District.

Storm Sewer

The City owns and operates a Municipal Separate Storm Sewer System (MS4), which is regulated by a number of federal, state, regional and local rules, permits and regulations, including the Federal Clean Water Act, Stormwater Discharges from Small (Phase II) Municipal Separate Storm Sewer Systems (MS4), Central Coast Regional Permit, City of Seaside Stormwater Master Plan, and City ordinances, among others.

Private “on-site” systems, which are appurtenant to individual parcels, are regulated by the City under its municipal permit. Caltrans, the US Army, and CSU Monterey Bay also own and operate storm drainage systems within the City (independent of the City’s MS4 Permit). The storm drainage systems are summarized in Table 14.

Current and future stormwater management facilities, including retention (infiltration), treatment, and detention facilities operate independently from the storm drain system. In addition to meeting the site’s permit requirements, these on-site systems can also reduce the demand on the city’s storm drain system. These techniques are supported through policies in the General Plan.

Table 14: Storm Drainage Facilities

Owner	Facilities
City of Seaside	<ul style="list-style-type: none"> • Gutters, storm drains, catch basins, etc. • Infiltration basins and underground chambers • Robert’s Lake and Laguna Grande • 90”- dia. Bay Avenue beach outfall • Robert’s Lake Outfall
Caltrans	<ul style="list-style-type: none"> • Highway drainage facilities • 24”- dia. beach outfall
US Army	<ul style="list-style-type: none"> • Drainage facilities within the POM Annex, including gutters, storm drains, catch basins, etc. within streets retained by the Army • 60”-dia. beach outfall
CSU Monterey Bay	<ul style="list-style-type: none"> • On-site storm drainage systems
Various	<ul style="list-style-type: none"> • On-site (private) storm drainage systems

Energy

Seaside's homes and businesses use energy (electricity and natural gas) in building heating and cooling, lighting, and appliance operation. Energy is generated from many different sources across California. Energy used in Seaside comes from various sources, including wind, solar, hydroelectric, nuclear, coal, and natural gas, among others. This energy is then transmitted through energy transmission networks to Seaside's homes and businesses. The main electricity and natural gas provider within Seaside is Pacific Gas & Electric Company (PG&E).

Seaside is a member of Central Coast Community Energy, a regional project to provide electricity to residents and businesses through a Community Choice Energy (CCE) model. CCE enables communities to choose clean-source power, while retaining PG&E's role in maintaining power lines and providing customer service.

Solid Waste

The City of Seaside currently contracts with Green Waste Recovery to collect solid waste, recyclable materials, organics (including yard trimmings and food waste), and construction and demolition debris. Materials from Green Waste Recovery and the general public (i.e. contractors) are delivered to ReGen Monterey formerly known as Monterey Regional Waste Management District's (MRWMD's) Monterey Regional Environmental Park in Marina for sorting, consolidation, and recovery of recyclable materials. Once sorted at ReGen Monterey, source separated recyclables from single-family and multi-family residences, commercial businesses, dumpster service, and City government buildings are taken to the San Jose Materials Recovery Facility (MRF) for single stream clean recycling. The remainder is disposed of at the ReGen Monterey landfill in Marina. In 2019, Seaside disposed of over 28,000 of materials.

Facilities and Services

In addition to utility infrastructure, the City operates a number of facilities throughout the city, provides emergency services, and houses numerous schools and education facilities. Emergency services are addressed in the Safety Element.

City Facilities

The City of Seaside operates a number of facilities throughout the city, including City Hall, City offices, Police Station, Fire Station, Soper Community Center, City Corporation Yard, and Oldemeyer Center. City Hall is located at 440 Harcourt Avenue and is home to the City Council Chambers and many City offices including the Police Station.

The Oldemeyer Center provides a wide range of meeting rooms offering space for organizations and individuals to host events. It also serves as the primary location for recreational services, offering youth, adult, and senior activities and programs in the City.

The City operates the Soper Community Center located at 220 Coe Avenue, which provides an additional location for city-wide events and activities.

In addition to the above, there are other facilities, including the indoor community Patullo swim center and a youth education center in good condition and needing only minor renovations.



Oldemeyer Center.

Schools

Seaside is located within the Monterey Peninsula Unified School District (MPUSD). There are seven public MPUSD schools in Seaside, as shown in Table 15. In addition to the MPUSD public schools, there are six private and charter schools in Seaside.

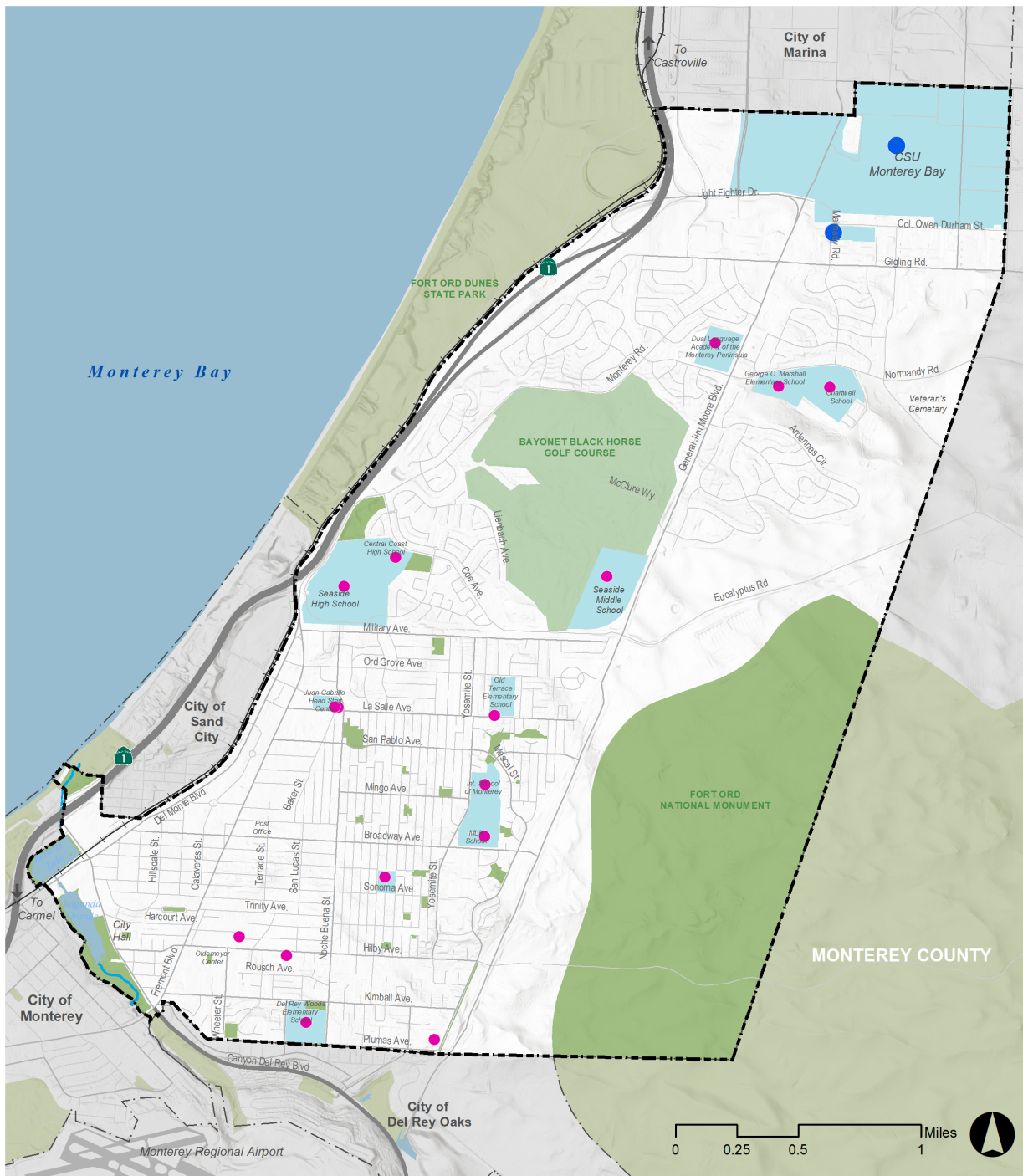
The City is also home to other educational institutions, including California State University - Monterey Bay (CSUMB) and the Monterey College of Law. Monterey Peninsula College, just south of City limits, is located in the City of Monterey.

The City has a joint-use agreement with the Monterey Peninsula Unified School District. The California Civic Center Act and the Community College Civic Center Act provide regulatory guidance in promoting joint use policies and practices for public schools and community colleges.

Table 15: Schools Serving Seaside

	Address	Grades
Public Schools		
Del Rey Woods Elementary School	1281 Plumas Ave	T/K-5
George C. Marshall Elementary School	300 Normandy Rd	K-5
Ord Terrace Elementary School	1755 La Salle Ave	TK-6
Martin Luther King Jr. School of the Arts	1713 Broadway Ave	K-5
Seaside Middle School	999 Coe Ave	6-8
Central Coast High School	200 Coe Ave	9-12
Seaside High School	2200 Noche Buena St	9-12
Private and Charter Schools		
Monterey Bay Christian School	1184 Hilby Ave	K-8
Peninsula Adventist School	1025 Mescal St.	Monterey
Auburn's House Montessori School	1242 Siddall St.	Preschool, K-3
Chartwell School	2511 Numa Watson Rd	K-12
International School of Monterey	1720 Yosemite St	K-8
Dual Language Academy of the Monterey Peninsula	225 Normandy Rd. (Will relocate to 1650 Sonoma Avenue beginning in the 2023-24 school year)	K-8
Preschools		
Cabrillo State Preschool	1295 La Salle Ave	Pre-K
Del Rey Oaks State Preschool	1281 Plumas Ave	Pre-K
Ord Terrace State Preschool	1755 La Salle Ave	Pre-K

Figure 45: Schools and Higher Education



- | | | |
|-------------|---------------------------|------------------|
| City Limits | Schools | Higher Education |
| Rail | City Parks and Open Space | Other Schools |
| Highway | Golf Course | |
| Major Road | Context Parks | |
| Local Road | Monterey Airport Runway | |
| Streams | Monterey Bay | |



Sources: City of Seaside (2016); Fort Ord National Monument (2016); City of Monterey (2016); AMBAG (2016); ESRI (2022); USGS & NOAA (2016).

Goals and Policies

Goal CFI-1: City-wide infrastructure to support existing development and future growth.

Intent: To plan new and improved city-wide infrastructure that supports future growth and sustainable infrastructure best practices. To achieve this, the City will consider strategic approaches to mitigate the cost of services and utilities, while meeting the needs of current and future residents.

Policies:

- **Aging infrastructure.** Continue to manage and upgrade the City's aging infrastructure, as funds allow and leverage funds whenever possible.
- **Funding levels.** Explore options available to attain sustainable funding levels for maintaining existing infrastructure in the City.
- **Infrastructure for new development.** Require a plan to provide adequate infrastructure and utility service levels before approving new development.
- **Fair share.** Require that new and existing development pay its fair share of infrastructure and public service costs.
- **Utilities below grade.** To the maximum extent feasible, install infrastructure to facilitate the delivery of all utilities below grade when feasible.
- **Sustainable materials.** Promote the design of infrastructure projects that use sustainable materials and fewer natural resources during construction.
- **Climate change risks.** As feasible, identify the long-term risks from climate change, including changes in flooding, storm intensity, sea level rise, water availability, and wildfire, during infrastructure planning and design to adapt to those changes.
- **Maintenance schedule.** Use a routine maintenance schedule for infrastructure that does not require resident complaints or calls.

Goal CFI-2: A sustainable water supply that supports existing community needs and long-term growth and is prepared for the potential impacts of drought.

Intent: To create a strong framework of policies and practices that encourage sustainable water management, accommodate projected growth, prepare for the impacts of drought, and provide benefits beyond the horizon of the General Plan. To achieve this, the City will continue to coordinate with water utilities and regional water supply agencies to seek new water sources and ensure adequate supply for current and future residents and prepare for water supply fluctuations for critical facilities, natural resources, emergency service lines, and vulnerable populations. The City will also continue to work to reduce water use and find alternative sources of potable water to ensure a sustainable water supply.

Policies:

- **Regional coordination.** Continue to work cooperatively with local and regional water utilities, suppliers and agencies to maintain an adequate water supply for existing uses and develop new water supplies for development of the former Fort Ord lands and redevelopment within the city.
- **New water sources.** Aggressively seek new water sources for the Seaside Municipal Water System and other water service areas throughout the City.
- **City review of new development.** Continue to review development proposals to ensure that adequate water supply, treatment, and distribution capacity is available to meet the needs of the proposed development without negatively impacting the existing community.
- **Water conservation.** Continue to actively promote water conservation by City residents and businesses through policies and programs outlined within the Climate Change and Sustainability Element. Provide

disadvantaged communities with guidance and funding to increase water conservation and lessen rate burdens.

- **Recycled water.** Partner with California-American Water Company (CalAm), Marina Coast Water District (MCWD), and Seaside Municipal Water System to develop plans for recycled water use diversifying available water sources and implementing high efficacy water reuse projects to create new local water supply. Continue to promote the use of recycled water for irrigation of parks, golf courses, and public and private landscaped areas in Seaside.
- **Stormwater infiltration.** Continue to promote recharge of drinking water aquifers by stormwater infiltration and implement tracking system.
- **Leakage repairs.** Provide resources through outreach to disadvantaged communities for leakage repairs to reduce water use and bills.
- **Water education.** Launch a water conservation education campaign with multiple language



Stormwater Outfall in Seaside.

offerings targeting low-income households with high utility bill burdens, to highlight water conservation practices.

- **Green infrastructure.** Expand the implementation of drought-tolerant green infrastructure, including landscaping and street trees, in public and private spaces to address the impacts of extended drought, extreme precipitation, and extreme heat

Goal CFI-3: Clean and sustainable groundwater.

Intent: To promote sustainable city practices that alleviate water shortages and ensure access to a clean and sustainable groundwater supply. To achieve this, the City will work with local partners to develop a sustainable regimen of groundwater pumping and recharge and continue to seek new and expanded opportunities to ensure long-term groundwater sustainability.

Policies:

- **Groundwater recharge in new development.** Continue to optimize groundwater recharge from new and redevelopment projects by infiltrating stormwater in accordance with State, regional, and local requirements.
- **Groundwater recharge in City projects.** Seek opportunities to incorporate groundwater recharge elements into City drainage projects and work with other agencies to implement regional groundwater recharge projects.
- **Groundwater credits.** Seek opportunities to quantify groundwater recharge from stormwater infiltration projects and credit it towards the city's potable water allocation and implement a City-wide tracking and allocation system.
- **Groundwater monitoring.** Coordinate with local organizations to ensure the City periodically assesses, monitors, and manages the quality of groundwater to ensure safe water access for all Seaside residents.

Goal CFI-4: Well-maintained water and sewer systems that meets the City's current and future needs.

Intent: To ensure Seaside is provided with access to high-quality utility infrastructure that meets current and future demands. To achieve this, the City will work to maintain a standard of service that meets or exceeds the needs of residents and continually monitors and assesses capacity.

Policies:

- **Level of Service.** Work with utility owners to maintain the existing water and sanitary sewer systems to provide a high level of service to Seaside's neighborhoods.
- **New development.** Require new development and redevelopment projects to provide adequate water distribution and sewage collection infrastructure.
- **Regional sanitary sewer.** Continue to monitor and coordinate with partners about the MRWPCA treatment plant as new development projects are proposed and treatment capacity needs expand.

Goal CFI-5: Safe and environmentally-sustainable stormwater management.

Intent: To ensure that future development and redevelopment complies with best management practices to capture and treat stormwater. To achieve this, the City will work to reduce peak stormwater flow, minimize pollutant and trash migration, and provide flood control, reducing the need to expand the City's existing stormwater system capacity.

Policies:

- **Requirements for new development.** Require new development and redevelopment projects to meet federal, state, regional, and local stormwater requirements, including site design, stormwater treatment, stormwater infiltration, peak flow reduction, and trash capture.
- **Stormwater Utility Fee.** Implement a Stormwater Utility Fee to fund required capital improvement projects.
- **Stormwater capture.** Optimize stormwater capture and treatment through implementation of low-impact design techniques, stormwater treatment and infiltration in open spaces, and implementation of green streets.
- **Flood control.** Require new development and redevelopment projects to provide adequate stormwater infrastructure for flood control.
- **Level of service.** Maintain, improve and expand the City's existing stormwater system to provide a high level of service to Seaside's neighborhoods and commercial corridors.
- **Regional stormwater collaboration.** Collaborate with regional agencies and neighboring jurisdictions to manage stormwater at Laguna Grande and Robert's Lake.
- **Public space design.** Seek opportunities to integrate stormwater facilities into public spaces as architectural design elements. Include informational and educational signs to raise public awareness of water use and water pollution issues.
- **Promote stormwater and watershed environmental education.** Increase public awareness through programs, partnerships, and signage of stormwater and watershed stewardship.

Goal CFI-6: A flexible and effective system that reduces solid waste and waste resources.

Intent: To reduce solid waste sent to the landfill, divert waste to recycling or organics recycling programs, and encourage residents and businesses to reduce consumption of materials that are likely to end up in the landfill. To achieve this, the City will follow sustainable waste management practices to ensure that e-waste and hazardous waste are disposed of properly and will use new technology and innovation to help achieve waste reduction goals.

Policies:

- **Solid waste services.** Continue to coordinate solid waste and organics waste recycling services to Seaside businesses and homes.
- **Waste reduction education.** Promote awareness about responsible waste management practices, including recycling, green waste collection, and composting.
- **Construction demolition.** Require construction demolition to meet or exceed the State's 50 percent targets for material salvage and recycling of non-hazardous construction materials.
- **Separate containers.** Promote waste reduction, recycling, and organics recycling by placing separate containers in all gathering areas of City-owned facilities and sites.
- **E-waste and hazardous waste campaign.** Continue to work with regional agencies to educate residents about available drop-off and/or pickup points for e-waste and hazardous materials and chemicals, to avoid their disposal into the sewer system, waste stream, or open space areas.

Goal CFI-7: City-wide access to high-quality energy utility and telecommunication services.

Intent: To ensure that all residents and businesses have access to affordable, reliable and high-quality energy and telecommunication services that are essential to overall quality of life in Seaside. These services play a vital role in day to day life, from ensuring stable home heating and cooling to communications to the basic infrastructure for aging in place. To achieve this, the City will meet current and future demand for accessible, high-quality, and safe utilities, including supporting the connection needs of new and existing business operations.

Policies:

- **Service levels.** Ensure that adequate utility and telecommunication infrastructure support future development.
- **Public-private broadband partnership.** Actively seek a public-private partnership to provide ultra-high speed fiber optic communications to businesses in Seaside.
- **Underground utilities.** When feasible, place new utilities underground to promote attractive neighborhoods and streetscapes.
- **Safe integration.** Ensure that public utilities facilities and infrastructure are designed to be safe and compatible with adjacent uses. Consider aesthetic design, including well maintained grounds and fencing around substations.
- **Telecommunication facility siting.** Ensure that siting of telecommunication facilities provides efficiency and quality services to emergency response providers in the city.
- **Joint use of power line corridor.** Work with PG&E to encourage joint use of the power line corridor adjacent to General Jim Moore Boulevard.
- **Utility corridor access.** During planning and development of new utility corridors, work with the utilities to permit and facilitate access along utility corridor, co-locating trails, paths, and vista parks in the utility right-of-way.

Goal CFI-8: High-quality community facilities and services that meet the needs and preferences of all residents in the City.

Intent: To provide well-maintained community facilities that meet the needs of current and future residents. To achieve this, the City will work with regional partners, youth, community-based organizations, and others to ensure high-quality services are available.

Policies:

- **Community facility siting.** Provide community facilities and services throughout the City in close proximity to or on accessible transit corridors and priority bikeways. Ensure nearby sidewalks are well-maintained for accessibility.
- **Community services.** Collaborate with a range of community partners (e.g., libraries, community centers, non-profits) to develop high-quality health, environmental, education, and recreation programs and services. Ensure provision of bilingual services to better serve needs of the diverse community.
- **Maintenance.** Ensure well-maintained community facilities that promote civic pride and encourage their use.
- **Public space.** Support the use of public facilities by local artists, students, and cultural groups, including shared space and financial and program support for local organizations.
- **Youth engagement.** Encourage youth to guide planning and programming efforts at community facilities, including libraries, schools, art galleries, parks, and other public spaces.
- **Coordinated service delivery.** Coordinate with City and County offices (e.g., libraries, parks, fire stations, police stations) to deliver public access to library services and community programming at the neighborhood scale.
- **After-school programming.** Partner with local schools, libraries, and community centers to offer safe and accessible after-school programming opportunities that promote community health, wellness, and learning.
- **Childcare.** Coordinate with local agencies to encourage a range of child-care facilities, including in-home childcare, family care, public and private childcare centers, and community centers, where feasible.
- **Public art.** Encourage the use of public art and public art partnerships among City departments, private developers, arts and cultural organizations, schools and community members.
- **Corporate yard improvements.** Consider improvements and/or replacement of the City's corporate yard over time.
- **Childcare support.** Support partnerships with local health service providers, the County Public Health Department, schools, and other community-based organizations to support childcare providers, families, and others who take care of children with playgroups, educational workshops on nutrition, and child development classes through well-integrated programming.



Sidewalk and park clean-up in Seaside.

Goal CFI-9: Access to high-quality education and community services for all residents.

Intent: To continue to expand access to educational opportunities in order to increase economic opportunity for all residents and to strengthen the regional economy. To achieve this, the City will also work with the Monterey Peninsula Unified School District to ensure an adequate number of schools are sited appropriately.

Policies:

- **Adequate schools.** Work with the Monterey Peninsula Unified School District to anticipate potential adjustments in new student enrollment and potential impacts on existing schools. As appropriate, work with the Monterey Peninsula Unified School District to site schools within new residential neighborhoods, such as Seaside East or Campus Town in close proximity to parks, bike paths, and other open space amenities.
- **Redevelopment of school sites.** Should Monterey Peninsula Unified School District close schools within the city, work with the District in evaluating the potential for redevelopment of the school site with workforce housing. Additionally, work with the District in evaluating the potential of adding workforce housing to existing schools.
- **Amenity clustering.** Encourage public and public-private partnerships to cluster development of schools, parks, child care facilities, and community activity centers with a coordinated share of costs and operational responsibilities.
- **Community partnerships.** Promote collaborative and inclusive partnerships with local cultural organizations, music groups, and community members to continue building a strong arts and cultural identity in Seaside.



Seaside High School.



Seaside Preschool Programs.

Goal CFI-10: An integrated and well-planned expansion of CSUMB.

Intent: To work with CSUMB to ensure the planned expansion provides numerous benefits to Seaside and its residents. The expansion of CSUMB can play an important role as a community anchor, providing services in convenient locations, improving opportunities for physical activity, and leveraging opportunities for capital investments.

Policies:

- **CSUMB expansion.** Continue to work with CSUMB to plan for the expansion of the campus in a way that supports the vision for a Campus Town, as described in the Land Use and Community Design Element.
- **Joint-use.** Establish and maintain a joint-use agreement allowing Seaside residents and employees to use park and outdoor recreational facilities.
- **Economic partnership.** Maintain a collaborative relationship with CSUMB, identifying opportunities to collaborate about new R&D, industrial, and makerspaces.
- **Habitat preservation.** Working with CSUMB and City of Marina to minimize the impacts of land uses at the western entrance of the CSUMB campus, 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.

Goal CFI-11: Leader in technology-driven innovation in government.

Intent: To use data and technology to support better communication with community members and more effective governance. To achieve this, the City will encourage the use of technology to promote government transparency and citizen participation. In doing so, the City will carve out new spaces to strengthen opportunities for civic engagement and to build civic infrastructure.

Policies:

- **Open government through citizen participation.** Encourage an open model of citizen participation, including even greater engagement with social media technology.
- **Track effectiveness of programs and services.** Continue to use data to measure and evaluate Seaside programs and services. Continue to work to improve local government service delivery and ensure access to open data.
- **Educational and training programs at the community level.** Coordinate improved access and opportunities to develop technical skills, including programming workshops, hackathons, etc. in partnership with CSUMB.
- **Improve online offerings to better serve businesses and residents.** Continue to improve City website to offer more services online 24/7. Improve customer facing software interfaces, when feasible, to ensure easier access.

Goal CFI-12: Increase access to affordable broadband for residents and businesses.

Intent: To ensure community members have access to affordable broadband to use for school, work, healthcare, social connections, and other needs. To achieve this, the City will develop a Strategic Plan to consider strategic approaches to bridging the digital divide and meeting the needs of current and future residents.

Policies:

- **Infrastructure.** Explore options to expand broadband infrastructure.
- **Increase literacy.** Develop city programs to increase digital literacy by offering training programs and public education opportunities.
- **Affordability.** Explore the possibility of utilizing the State of California's Middle-Mile Broadband Initiative to expand affordable broadband to residents and businesses
- **Last-mile service.** Explore possibilities to offer last-mile service connecting provider's network and customer's home or business.

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chapter eleven

SAFETY

Potential public safety challenges include earthquakes, fires, and floods that can and may affect the city, as well as the requirements and resources available to respond when a public safety incident or emergency occurs. This Element identifies and outlines proactive measures to minimize public safety challenges to community residents, structures, public facilities, and infrastructure, and to enable the City to expediently and efficiently respond in the event of a public safety challenge.

Topics covered in this chapter include: emergency services, seismic hazards, landslides, erosion, urban and coastal flooding, fire hazards, and hazardous waste. This chapter also includes related goals and policies.

Statutory Requirements

This Safety Element has been prepared to meet state requirements, as defined in Sections 65302(g) of the California Government Code (CGC), California Coastal Act requirements, and the Fort Ord Base Reuse Plan. It contains goals and policies to protect the community from any unreasonable risks associated with the effects of seismic hazards, tsunami, flooding, fires, crime, and hazardous materials. It includes mapping of known seismic and other geologic hazards.

County of Monterey Multi-Jurisdiction Hazard Mitigation Plan

AB 2140 authorizes local jurisdictions to incorporate their local hazard mitigation plan along with their safety element update. Incorporation of the local hazard mitigation plan in the safety element allows the jurisdiction to be considered for part or all of its local-share costs on Public Assistance funding provided by the state through the California Disaster Assistance Act (CDAA).

The City of Seaside is a participating jurisdiction in the County of Monterey Multi-Jurisdiction Hazard Mitigation Plan (MJHMP). This Safety Element integrates the background assessments, modeling assumptions, and key findings of the MJHMP including those outlined in Annex L of the MJHMP which is specific to the City of Seaside. The MJHMP was developed in accordance with the Disaster Mitigation Act of 2000 (DMA 2000) and followed FEMA's 2013 Local Hazard Mitigation Plan guidance. The MJHMP incorporates a process where hazards are identified and profiled, the people and facilities at risk are analyzed, and mitigation actions are developed to reduce or eliminate hazard risk. The implementation of these mitigation actions, which include both short and long-term strategies, involve planning, policy changes, programs, projects, and other activities.

The California Coastal Act requires that the City's Local Coastal Program (LCP) contain specific policies to ensure that new development is sited and designed to minimize risks, ensure stability, and maintain structural integrity. New development should not 1) create or contribute significantly to erosion, or 2) propose the construction of new shoreline protective devices that would substantially alter natural landforms along coastal bluffs and cliffs. This element is consistent with the LCP and contains goals and policies related to the protection of development from coastal hazards, such as tsunamis and coastal flooding.

The Coastal Land Use Plan (a component of the LCP) contains existing policies which address hazards including, geologic, floods, tsunami, seiches, sea level rise, ocean and storm surge, and fire hazards. (Policy NCR-CZ 5.1.B, 5.3.A, 5.3.B, and LUC-CZ 3.4.A.) This includes policies for siting and designing facilities to minimize risks associated with tsunamis and seiches, as well as evacuation routes and signage.

The California Coastal Commission Sea Level Rise Policy Guidance Interpretive Guidelines for Addressing Sea Level Rise in Local Coastal Programs and Coastal Development Permits updated in 2018 directs cities and counties to study sea level rise and its effects on communities and natural resources and identifies recommended strategies to minimize impacts. The Climate Change Vulnerability Assessment (see Appendix B evaluates the impacts sea level rise could have on Seaside consistent with the California Coastal Commission guidance.

Recent State Legislation

The State of California introduced numerous statutory requirements for safety elements, including the following:

- **Climate Vulnerability Assessment:** SB 379 requires all cities and counties to include climate adaptation and resiliency strategies in the safety elements of their general plans. The City conducted a Climate Change Vulnerability Assessment (CCVA), Appendix B, consistent with Government Code Section 65302(g) as amended by SB 379, which assesses how the populations and assets in Seaside are vulnerable to climate change. This Safety Element of the General

Plan includes adaptation implementation measures in alignment with this legislation.

- **Residential Emergency Evacuation Routes:** SB 99 requires a local government to identify residential developments in hazard areas that do not have at least two emergency routes. A residential evacuation route analysis was conducted as part of this Safety Element update and presented as Figure 53.
- **Evacuation Routes and Locations.** AB 747 and 1409 require all cities and counties to identify evacuation route capacity, safety, and viability under a range of emergency scenarios and evacuation locations. An evacuation study was conducted to evaluate the capacity of the city's transportation system to accommodate evacuation in the event of a hazard and is included as Appendix C to this element.

Certain natural conditions and human activities in Seaside create risk to individuals and properties in the community. Seaside is situated adjacent to the Pacific Ocean along the Monterey Peninsula. As such,

Setting the Scene

geological hazards are present that are associated with soil conditions, erosion, seismic activity, and tsunamis and seiches. Other potential hazards include hazardous materials, climate change, flooding, fires, and crime.

Emergency Services

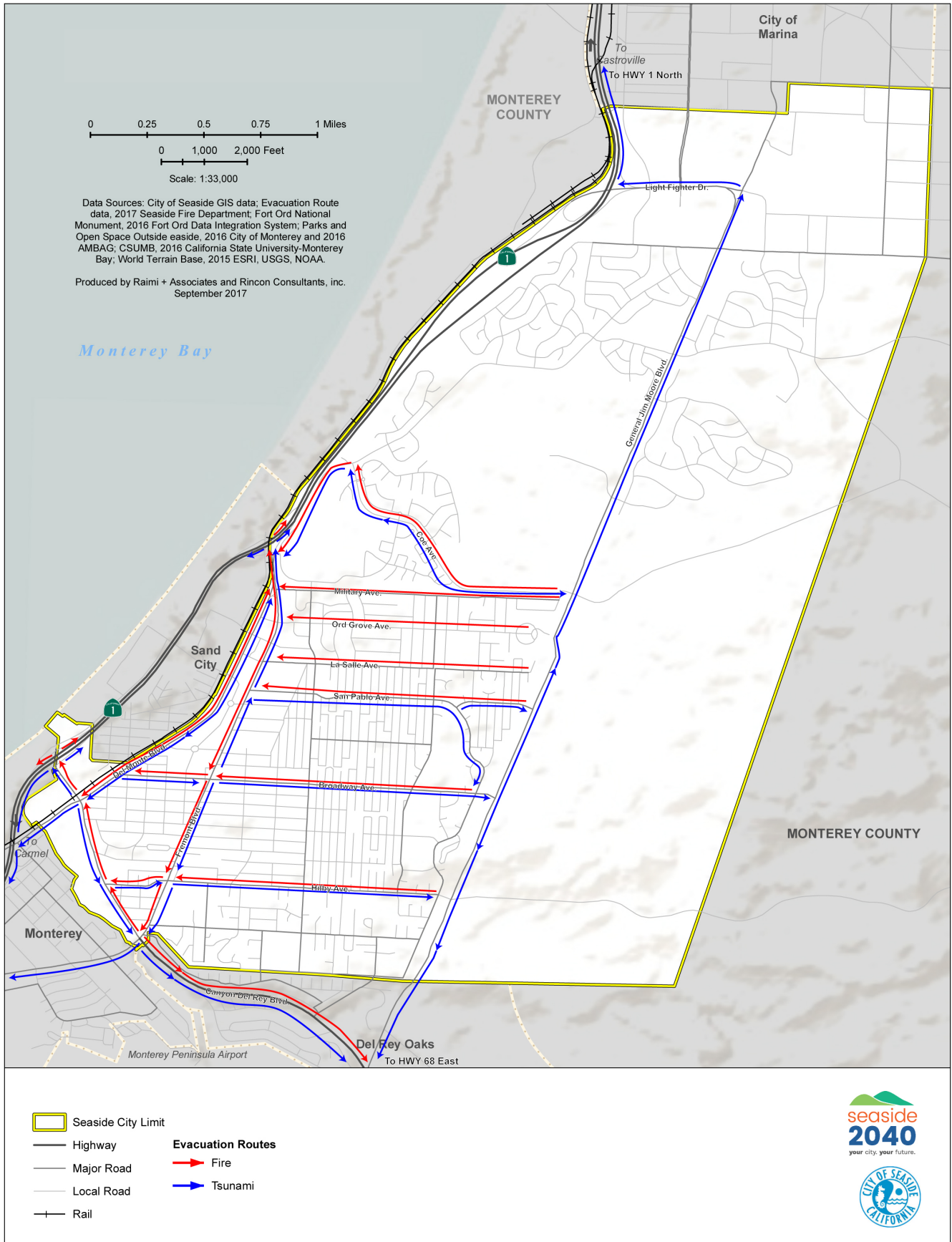
The Police Department currently operates with 51 members, comprised of 40 sworn and 11 non-sworn personnel, responding to more than 46,000 service calls per year. In addition to traditional law enforcement services, the Department participates in regional services that include a tactical special response unit and a violence and illegal narcotics team. The Police Department also supports community partnerships, such as a Police Activities League, Cadet Program, Neighborhood Watch, School Resource Officer program, Youth Resource Center, and Youth Diversion program. Community outreach also includes events, including the Prescription Drug Take Back event, National Night Out, and Heroes for Kids, and opportunities for participation in the Blue Ribbon Task Force.

The city is served by one fire station with a total of 34 full-time shift personnel, with no less than seven personnel on-duty at all times. Personnel include nine firefighters, six engineers, six captains, three division chiefs, one administrative assistant, one fire chief, and nine reserve firefighters. The Seaside Fire Department (SFD) houses five fire engines, a Haz Mat unit for responding to hazardous materials incidents, a medium duty rescue vehicle, and two SUVs. The SFD also participates in both Mutual Aid and Automatic Aid agreements with neighboring fire departments to respond when Seaside units are unavailable due to multiple incident requests. The SFD provides services including all-risk response services, including structural firefighting and wildland fire suppression, basic life support (BLS) level emergency medical care, entrapment/extrication, technical rescue, and hazardous materials response at the technician level, and non-emergency response services, such as public assists, building plan checks, business inspections, and special event permitting. The SFD has an arrival time within 6 minutes and 20 seconds or less, ninety percent of the time for fire and other special operations incidents from time of call received. The response time is within 6 minutes, ninety percent of the time for all other priority incidents. Excluding mutual aid calls, the overall received to arrival response time for priority incidents in the SFD service area for 2019 was 7 minutes, 43 seconds ninety percent of the time.

Evacuation

Figure 46 illustrates the major evacuation routes within Seaside, including SR 1, SR 68, General Jim Moore Boulevard, Canyon Del Ray Boulevard (SR 218), Fremont Boulevard/Fremont Street, Broadway Avenue, Hilby Avenue, Del Monte Boulevard. An evacuation analysis, Appendix C, determined adequate capacity under two scenarios: a wildfire evacuation scenario and a tsunami evacuation scenario. Additionally, there are no residential developments in the City that do not have at least two emergency routes.

Figure 46: Evacuation Routes



Climate Change

Climate change is driven by the human contribution of certain gases, like carbon dioxide and methane, into the atmosphere. These gases, commonly known as greenhouse gases (GHGs) absorb and re-emit solar radiation that has been reflected from the Earth's surface, trapping heat in the atmosphere that would otherwise escape to space. This is known as the greenhouse effect. During the industrial revolution in the 1800's, the amount of GHGs from human activities accumulating in the atmosphere began to increase dramatically and that trend has continued until the current day. According to the Intergovernmental Panel on Climate Change (IPCC), GHG concentrations are now higher than they have been in the past 400,000 years, with carbon dioxide levels increasing from 280 parts per million to 410 parts per million in the last 150 years (IPCC 2021). The increase in atmospheric GHGs is raising average temperatures across the globe, in turn affecting precipitation patterns, frequency of severe storms and droughts, glacier and sea ice melt, ocean temperature and chemistry, and sea levels. Climate change is already and will continue to have myriad adverse impacts on the Earth's natural and built systems, resources, and the human populations that rely on them.

While climate change is a global phenomenon, the effects will vary locally based on the natural and built systems in each place. Generally, climate change is anticipated to amplify existing hazards. Though climate change affects everyone in a community, not all people are impacted equally. For example, disadvantaged communities, people of color, outdoor workers, elderly and very young community members, lower-income populations, and those with chronic health conditions tend to experience increased exposure and/or physiological sensitivity to climate hazards and a reduced capacity to adapt. Local actions can help to mitigate the additional risks associated with climate change and increase community resilience. Cities that begin planning now will have the best options for adapting to climate change.

The impacts of climate change are already being felt in some places, but they are relatively small at this time. However, the longer cities wait, the greater the costs of these impacts. As Seaside begins to plan for and implement their response to climate change, an opportunity exists to create stronger, more equitable communities for everyone. Many of the actions needed to reduce the impacts of climate change will provide

additional benefits to the community, including increased public safety, reduced greenhouse gas emissions, and greater economic stability.⁴⁷

Climate Change Hazards

Climate change presents Seaside with a series of overlapping challenges and opportunities. Climate change is expected to exacerbate existing hazards due to the interactions between temperature and the functioning of weather and other natural systems. Climate change impacts pose an immediate and growing threat to California's economy, environment, and to public health. Cities like Seaside will continue to experience the effects of climate change, including the increased likelihood of droughts, coastal flooding, wildfires, and heatwaves, as well as gradual sea level rise.⁴⁸ The CCVA conducted in support of this Safety Element update identified the climate hazards most likely to impact Seaside, as well as identified the populations and built assets that are at highest risk due to these hazards. A summary of key findings is included below, and the full CCVA is included as Appendix B.

Climate changes may result in significant social, economic, and environmental issues for residents and businesses in Seaside in the long term, including:

Precipitation Variability: Drought and Severe Storms

Climate change is expected to increase the variability in the timing and amount of rainfall leading to both drought and high-precipitation events. The average length of dry spells is projected to increase over time, snowpack in the Sierra is declining over time, and regional groundwater levels are also in decline. With climate change there is an increased likelihood that warm temperatures will coincide with dry spells leading to drought, water-stressed landscapes, and decreased water supplies. In Seaside, the maximum length of dry spells is projected to increase through the end of century from an annual average of 121 days historically, to 136 days. Warmer air holds more moisture, which can lead to severe storms that can drop higher amounts of rain over a short period of time. The average amount of rain in Seaside is not projected to change much from the historical baseline; however, the increased variability in precipitation is likely to result in impacts from drought and severe storms such as water-stressed vegetation, increased wildfire risk, additional risk of stormwater flooding, increased maintenance costs for stormwater infrastructure, and reduced groundwater recharge, among others.

Wildfire

Climate change has already contributed to increased size and intensity of wildfires in California over the last two decades. In Seaside there are several Very High Fire Hazard Severity Zones as designated by CAL FIRE and depicted in Figure 53 below. The geography, terrain, weather patterns and vegetation in Monterey County provide ideal conditions for recurring wildfires and rapid spread. Temperature and dry-spell length increases associated with climate change can lead to vegetative stress and mortality, increasing the fuel load and fuel dryness of wildfire prone landscapes, contributing to the conditions that favor wildfires. Wildfires can create risk of injury, death, or financial hardship if personal property is damaged as well as physical damage to all other assets creating cascading risks for community members when infrastructure is damaged or off-line. Past wildfires in the County have caused damage to critical infrastructure, property, and the environment, and have led to injuries and loss of life. Wildfire smoke locally, or regionally, can create hazardous air quality conditions that impact public health, and can impact sensitive populations. Wildfire will be discussed in further detail in the wildfire section later in this element.

Sea Level Rise and Flooding

The two primary causes of sea level rise are thermal expansion (increase in volume due to heat) of the oceans caused by ocean warming, and loss of land-based ice due to increased melting of glaciers and ice sheets; both impacted by global climate change. Coastal flooding is a temporary condition caused by storms and high tides. In the short term, the primary concern is coastal flooding. However, over the longer-term, sea level rise

will compound the effects of storms and tides on coastal flooding as they will occur over higher sea levels. Rising sea levels will increase the likelihood and intensity of floods, as well as lead to increased coastal and inland flooding, increased tidal inundation, coastal erosion, tsunami inundation, seawater intrusion into groundwater supplies, and worsened storm surge.

The County of Monterey MJHMP evaluated 1 foot (30 cm) of sea level rise by 2030, 3 feet (91 cm) by 2060, and 7 feet (213 cm) by 2100 based on a medium-high risk aversion probability, which has 0.5-percent or “1 in 200” chance of being exceeded. Figure 47 depicts the sea level rise projections for Seaside, with additional details in Appendix B. Estimates of sea level rise projected in the Monterey Bay are shown in Table 16.

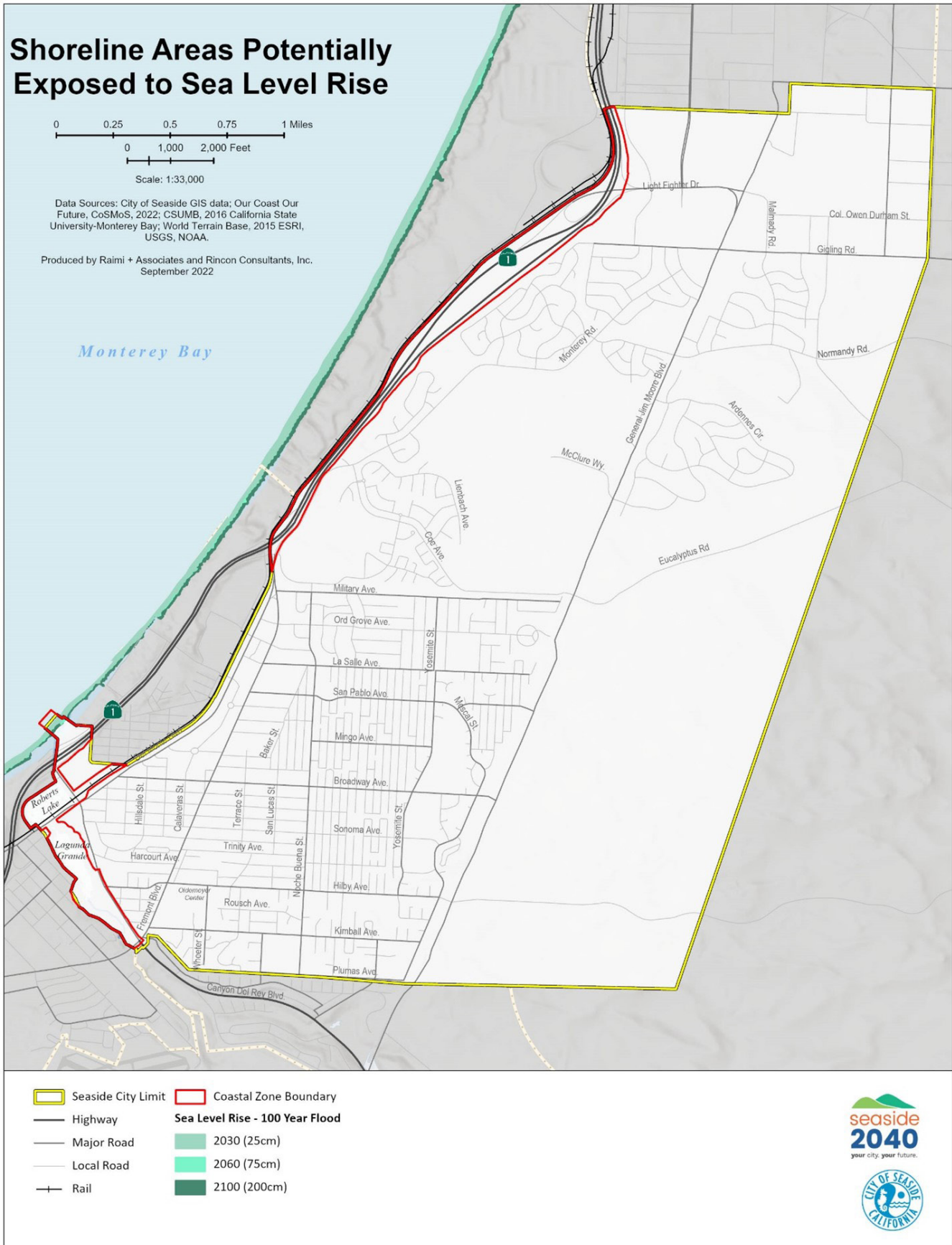
With sea level rise, the shoreline at Seaside State Beach will retreat due to coastal erosion, an increase in frequency and severity of storm surges, and the rising of the mean water level. This erosion will narrow the beach, which can negatively affect beach visitors and local tourism, sensitive ecosystems with potential loss of natural resources, and increase saltwater intrusion into groundwater aquifers. Sea level rise can raise the water table depth increasing flood hazard. Due to sea level rise, Seaside can experience emergent water tables—when the water table rises to at least the land surface, flooding the affected area—along the city’s low-lying areas, especially in areas adjacent to Roberts Lake and Laguna Grande Lake. Areas adjacent to Roberts Lake and Laguna Grande Lake are also the only areas in the city vulnerable to tsunamis. Additionally, these areas are at risk to damage from sea level rise and coastal flooding.

Table 16: Sea Level Rise Projections for the Monterey Bay based on the Monterey Tide Gauge.

SLR Scenario (Expected Time Period)	Sea Level Rise Range (inches)
2030	0.8
2060	2.6
2100	6.9

Source: 2018 Ocean Protection Council Sea Level Rise Guidance

Figure 47: Regional Faults



Extreme Heat

What is considered extreme heat varies from place to place and is dependent on the average temperature in a location. For Seaside, a maximum temperature of 88.7°F or above is considered extreme heat. Seaside has historically experienced 2 extreme heat days a year and is projected to experience a mid-century total of 5 to 6 extreme heat days and an end-century total of 7 to 13 extreme heat days annually. Increased frequency of extreme heat days can result in increased public health risks of heat related illnesses, particularly to vulnerable populations like older adults, young children, and individuals with underlying chronic diseases. Extreme heat can also worsen symptoms or induce flare ups for existing health issues such as asthma or cardiovascular disease. It is estimated that only about 14% of households in Monterey County have air conditioning. Additionally, those with greater exposure to extreme heat, such as outdoor workers, agricultural workers, or people experiencing homelessness, are more likely to be impacted by heat related illnesses or mortality. With temperatures rising because of climate change, extreme heat events are expected to become more common, and the health and safety impacts of these events are expected to increase.

Seismic Hazards

Seaside is located in an area where numerous seismic hazards are present. Several known faults in the city could lead to fault rupture hazards in the event of an earthquake. Faults in the city considered active or potentially active include:

- Ord Terrace Fault
- Seaside Fault
- Chupines Fault

There are also faults in the surrounding region that could lead to ground shaking in Seaside. These include the following:

- San Andreas Fault
- Monterey Bay / Navy / Tularcitos Fault Zone
- Sylvan, Hatton Canyon, and Berwick Canyon faults
- San Gregorio-Palo Colorado Fault Zone
- King City-Reliz-Rinconada Fault Zone

- Zayante-Vergeles Fault Zone

While the recurrence interval of earthquakes can vary considerably, large earthquakes on the San Andreas occur approximately every 130 years. Figure 48 shows the location of the faults in Seaside and the surrounding regional area.

Ground Shaking

Seaside lies in one of three areas that have the highest susceptibility to ground shaking in Monterey County.⁴⁹ Approximately 93% of the city's resident households and a number of critical facilities, highways, and bridges are located in a high shaking hazard area. Strong ground shaking due to earthquakes can cause soils to compact, resulting in local or regional settlement of the ground surface. This settlement can cause moderate to heavy damage to structures and underground utility lines in Seaside.⁵⁰

The City's earthquake emergency response program is identified in the Local Hazard Mitigation Plan (LHMP), a supplement to the MJHMP.⁵⁴ Actions in the plan include determining the increased risk from specific hazards, including earthquakes, due to their location and other factors. In addition, the LHMP requires that all new construction include the latest earthquake resistant design techniques. Seaside partners with the Monterey Peninsula Regional Emergency Coordination Center to conduct planning activities between agencies, including establishing training and exercises to improve emergency response capabilities; coordinating emergency resources; collaborating regionally and system-wide; and conducting public outreach.⁵¹

Liquefaction

Liquefaction occurs when soil that exists below the water table temporarily loses strength during an earthquake and changes to a near-liquid state. Liquefaction can cause large movements of the ground and damage buildings and buried utilities. As shown in Figure 49, the majority of Seaside has low relative liquefaction susceptibility, with the beach area of the city having moderate susceptibility. The southern portion of Seaside, near Roberts Lake and Laguna Grande Lake, has moderate, high, and/or variable liquefaction risk.⁵²

Figure 48: Regional Faults

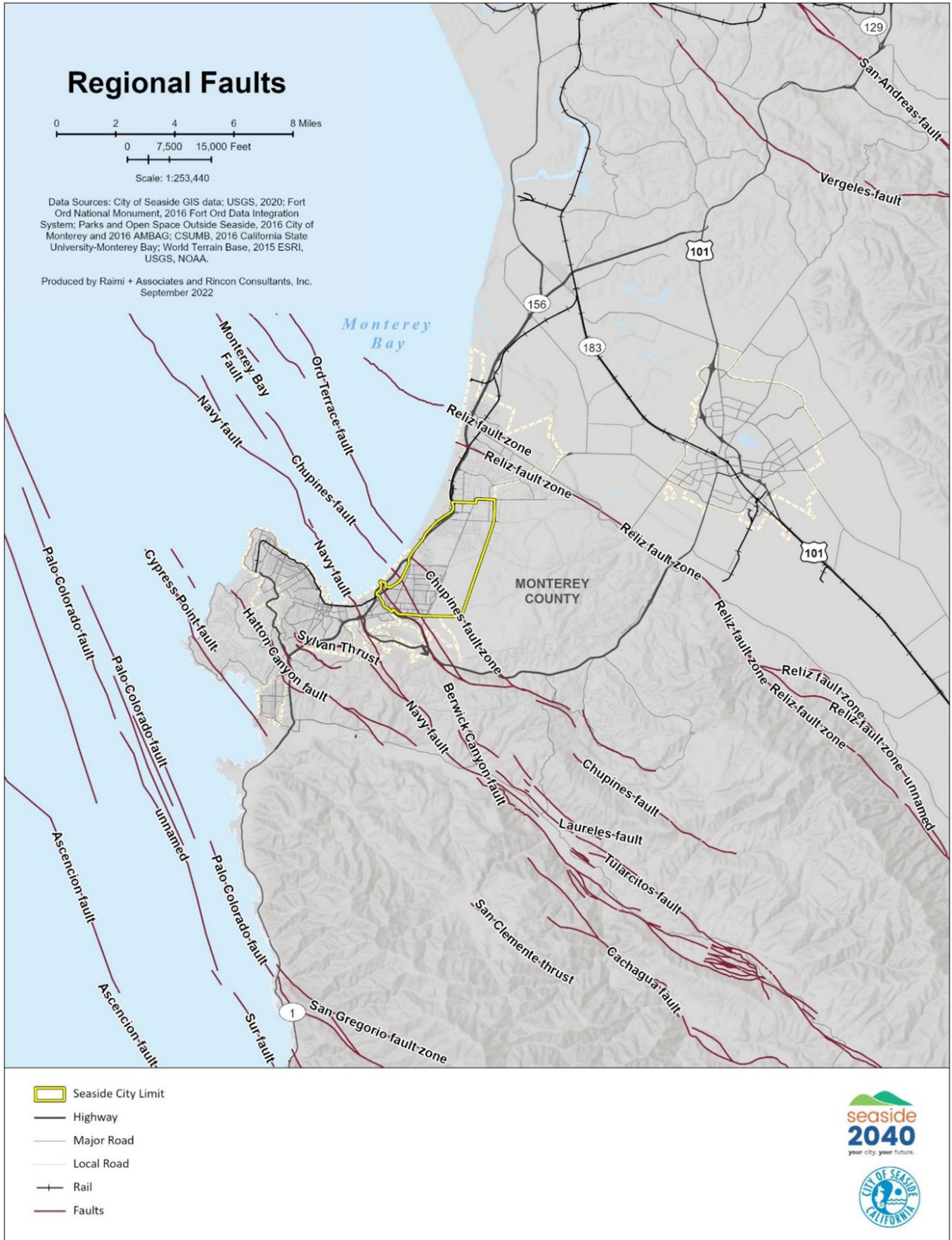


Figure 49: Liquefaction Risks

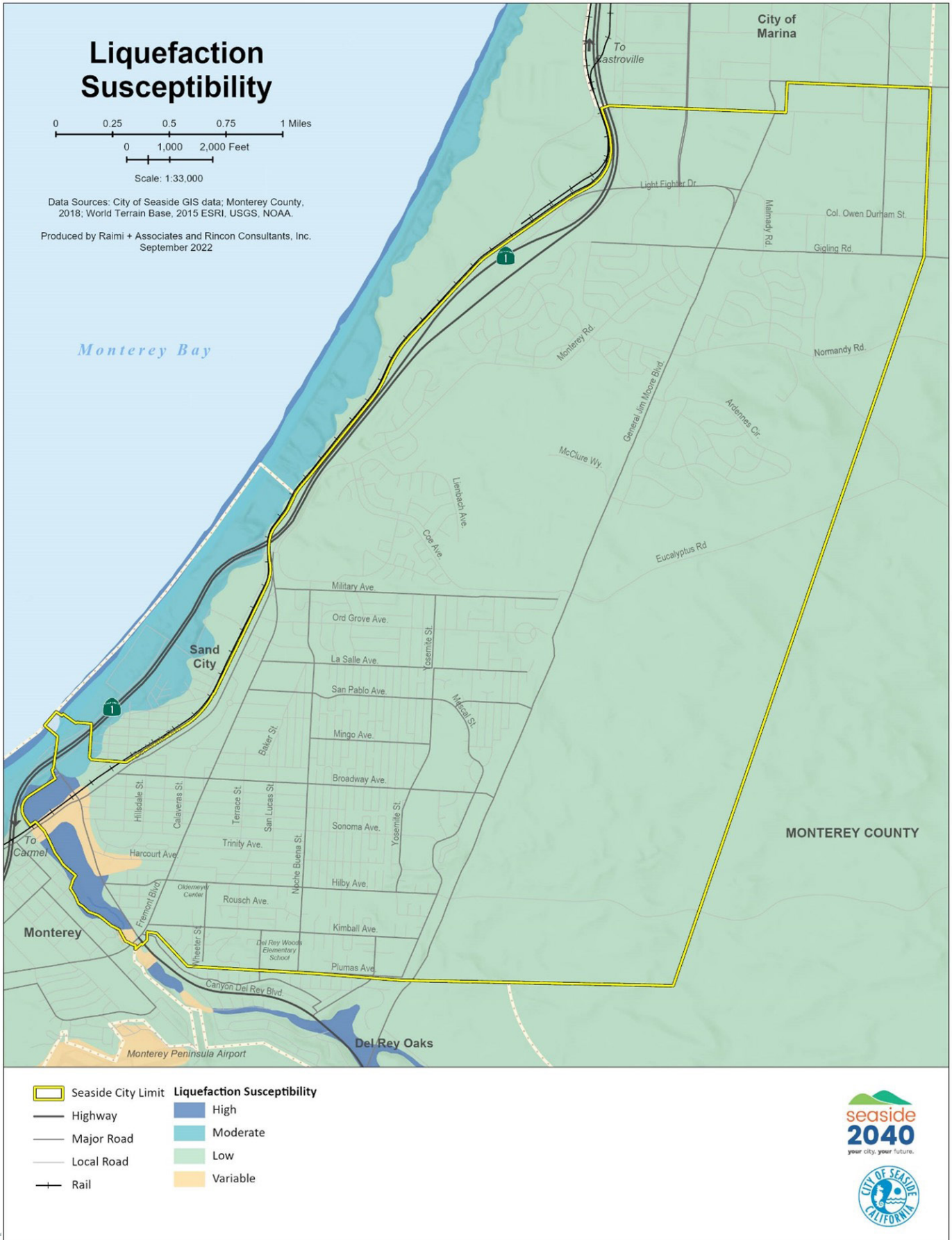
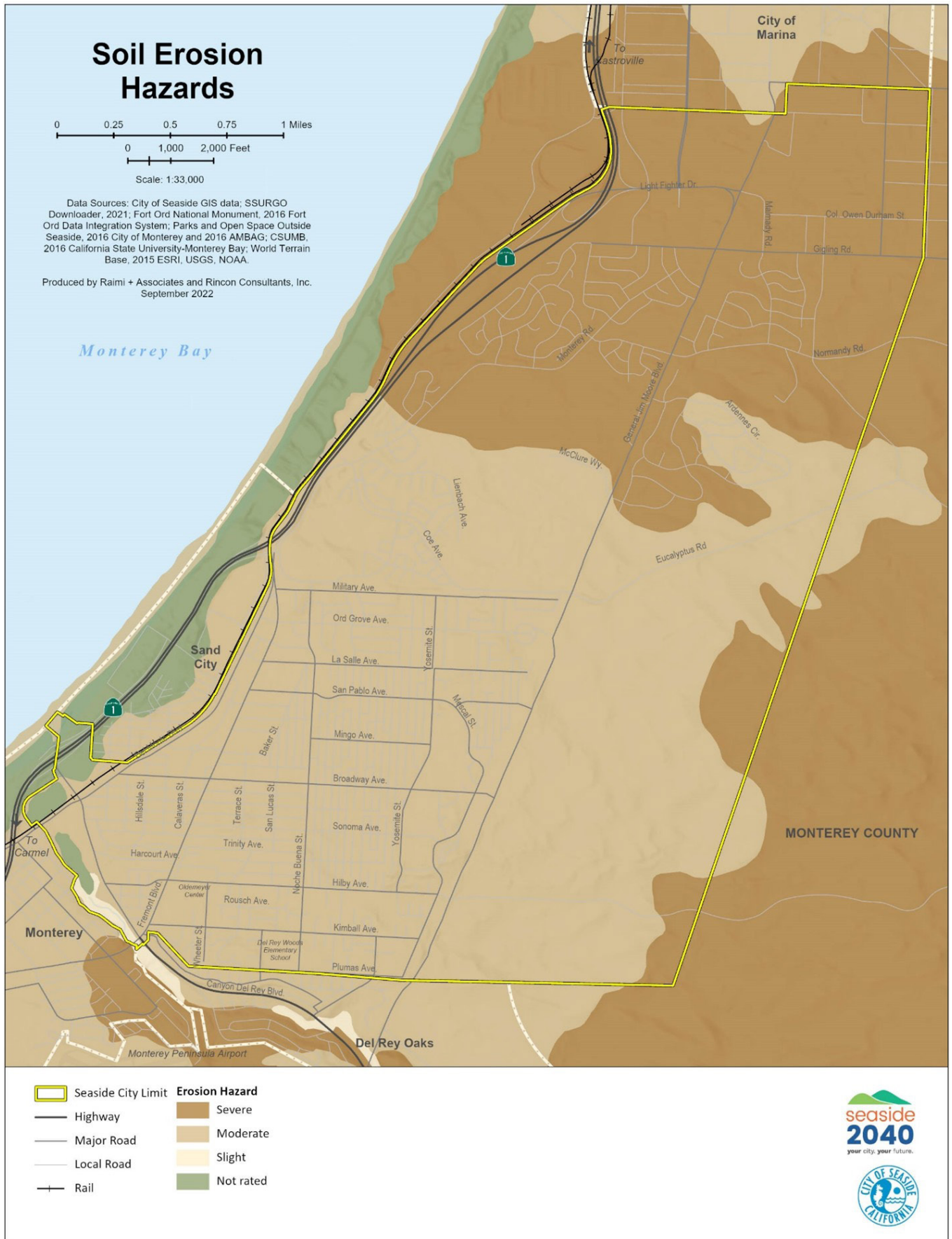


Figure 50: Soil Erosion Hazards



Landslides

Seaside has low susceptibility to landslides and mudslides, as it has minimal hillside areas and lacks steep bluffs. Landslides are common in other areas of Monterey County due to the combination of rapidly uplifting mountains, locally fractured and weak bedrock, and periodically intense rainfall along the coast. However, landslides and surficial slope failure are most likely to occur in areas with a slope greater than 25% (hillside areas) and along steep bluffs.

Land Subsidence

Subsidence is the sinking of the ground surface caused by the compression of soil layers. This compression can be caused by deep-seated settlement of these soil layers, which in turn may be caused by human activities or natural effects such as extraction of groundwater, oil and gas withdrawal, oxidation of organics, and the placement of additional fill over compressible layers. Seismically induced subsidence generally occurs in loose to medium density unconsolidated soils above groundwater. These soil types can compress when subject to seismic shaking, causing subsidence. This subsidence can be exacerbated by increased loading, such as from the construction of structures onsite. Due to the alluvial nature of soils underlying the city, seismically induced subsidence could occur in loose sands mapped within the city, which include Baywood sand, Dune land, Oceano loamy sand, and Rindge muck soil types. However, this hazard can be addressed prior to development through removal and re-compaction of loose soils.

Erosion

The potential for soil erosion hazards is severe in the northern one-third of the city and moderate in the southern two-thirds. Soil erosion hazards are mapped based on climate data, soil, site characteristics, and land management as depicted in Figure 50. Coastal erosion is primarily attributed to sea level rise, wave patterns, and the coastal geography of Monterey Bay. The coastal erosion rate has accelerated in this century from about 1.5 feet per year up to more than seven feet per year. This increase is due to sand mining along the coast, sediment trapping in reservoirs in the Salinas River watershed, and loss of vegetation in the shoreline dunes. All of these factors result in reduced sediment supply along the coast and associated increases in erosion.

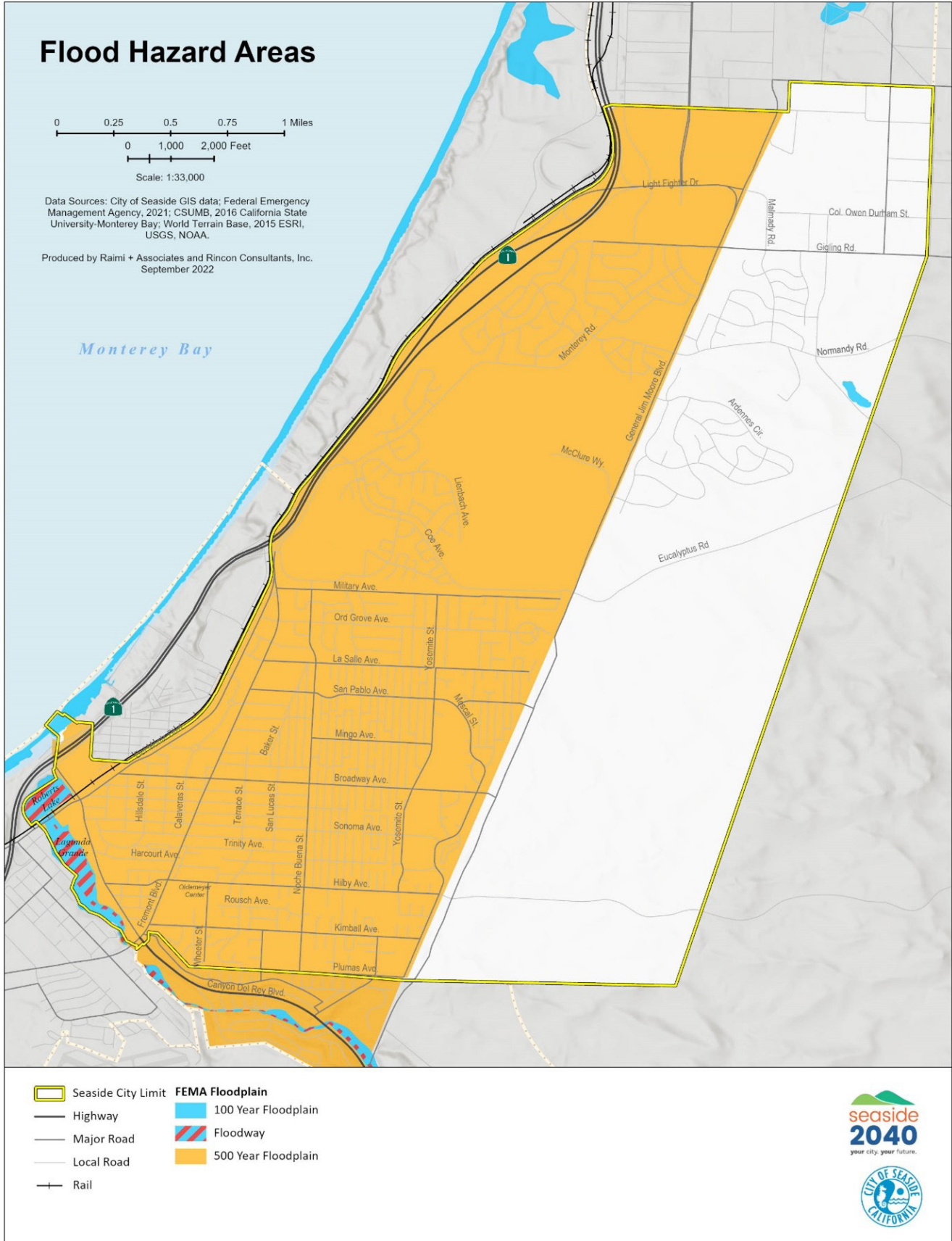
On July 13, 2017, the Coastal Commission approved a settlement agreement to close the Cemex Sand Mining operation in Marina by the end of 2020. The company stopped mining sand in October of 2020, and has until the end of 2023 to remove its sand stockpiles and take actions to restore dune habitat on the property as outlined in the settlement agreement.⁵³ As of February 2022 restoration activities had not yet begun at the site.⁵⁴ Stoppage of sand mining operations is expected to result in lessening of coastal erosion, in alignment with observed decreases in coastal erosion that occurred after the closure of other sand mines in the area in 1989.⁵⁴

Urban and Coastal Flooding

The city is susceptible to flooding, particularly a small coastal area west of Highway 1, and additional areas adjacent to Roberts Lake, Laguna Grande, and associated drainage areas, as illustrated in Figure 51. These areas are subject to a one percent-annual-chance-flood, also referred to as a 100-year flood zone. The rest of the city is in a 500-year flood zone and is subject to a zero point two percent (0.2 percent) chance-flood event.^{56, 57, 58, 59}

The Monterey County Water Resources Agency (MCWRA) aims to protect the community from flooding hazards by providing and maintaining adequate flood control facilities. The City also requires developers to provide flood control systems in new development areas that mitigate potential onsite flooding hazards and avoid increasing flood hazards elsewhere.

Figure 51: Flood Hazards Area



Tsunami and Seiches

Much of Seaside lies approximately 2,000 feet inland from the coastline of the Pacific Ocean; most of the beach and coastline is associated with the Fort Ord Dunes State Park which is outside Seaside city limits. The distance from the city to the coastline should provide some protection from tsunamis, which can impact low-lying areas close to Roberts Lake and Laguna Grande Lake. Figure 52 shows that the areas subject to inundation by tsunamis are limited to a small coastal area west of State Route 1 and additional areas adjacent to Roberts Lake and Laguna Grande, as well as the lakes themselves.

A seiche is a standing wave oscillating in a body of water that is semi-enclosed or fully enclosed, such as bays and lakes. Seiches are typically caused when strong winds and rapid changes in atmospheric pressure, but earthquakes and tsunamis may also cause seiches along ocean shelves and ocean harbors. The severity or magnitude of seiche is limited by the volume of water in the waterbody. Deeper and larger waterbodies contain more water, which in return, can produce taller and more voluminous waves. Roberts Lake and Laguna Grande are both relatively small and shallow waterbodies and would not generate seiches large enough to result in substantial damage. Seiches in Monterey Bay would not be any larger than a potential tsunami, which is discussed above, and would not expose people or structures to significant risk or loss, injury, or death.

The majority of the areas adjacent to Roberts Lake and Laguna Grande are designated as Parks and Open Space in the 2040 General Plan. Other areas within the city mapped as susceptible to tsunami inundation would be designated as Employment. These areas are already developed with similar types of land uses.

Dam Inundation

Seaside is not within an inundation zone in the event of a dam or levee failure.

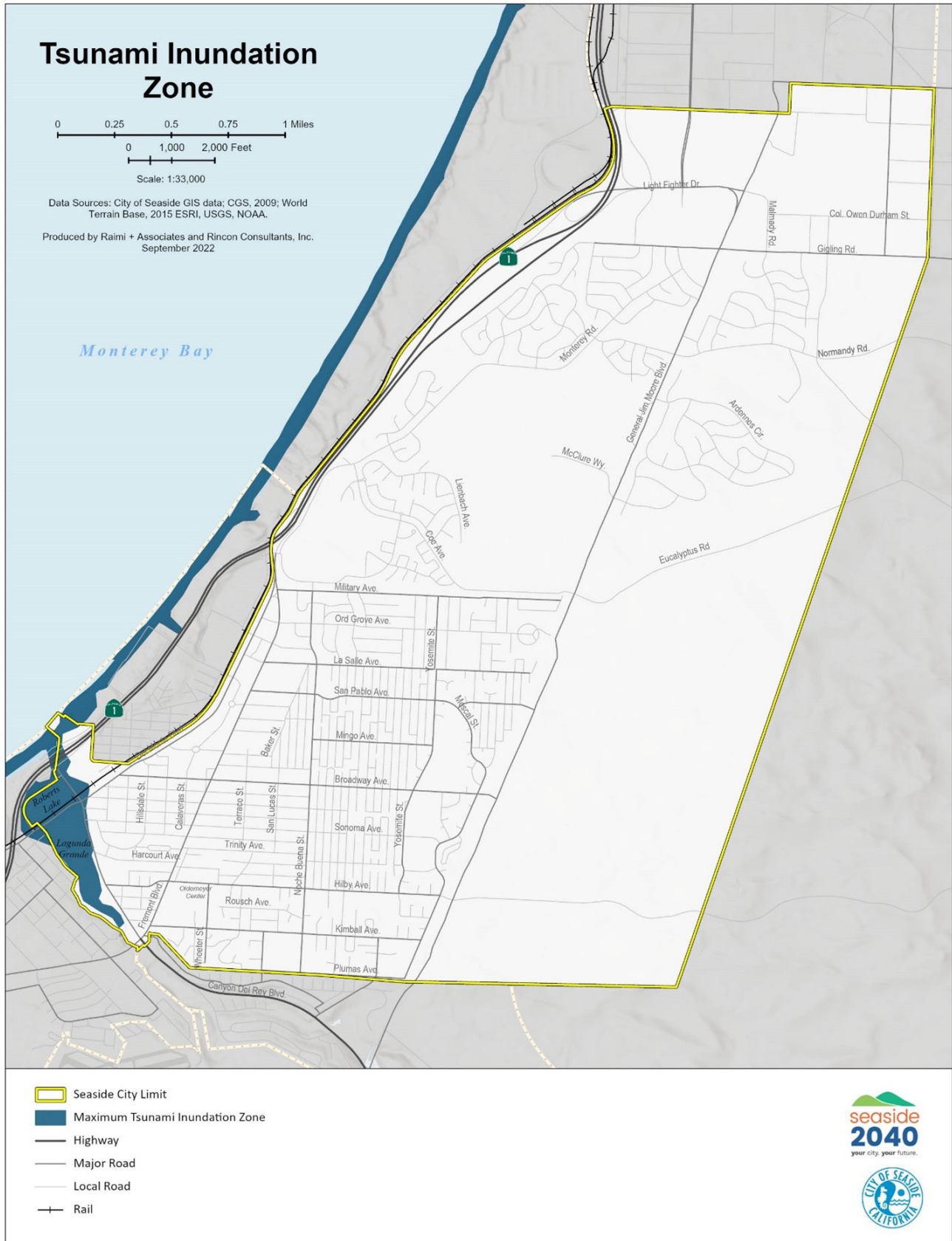
Wildfire

Seaside has been identified by the California Department of Forestry and Fire Protection (CAL FIRE) as within a wildland-urban interface.⁶⁰ This includes areas where homes or other structures are built near or among lands prone to wildland fire.⁶¹ Historically, a number of fires have occurred in the wildland-urban interface in Monterey County and the greatest threat occurs under extreme fire weather conditions. The average interval between large wildfires in excess of 10,000 acres burning within Monterey County is 7.3 years.⁶² As shown in Figure 53, much of the undeveloped area in the eastern half of Seaside, east of General Jim Moore Boulevard, is designated as having a very high fire hazard risk.⁶³ This undeveloped area within the former Fort Ord is largely vegetated with forests, woodlands, and grasslands.

The Land Use and Community Design Element establishes land use designations that provide allowances for future development in very high fire hazard severity zones (VHFHSZs). These designations that overlap with VHFHSZs include the future Seaside East Specific Plan and Recreational Open Space. The future Seaside East Specific Plan land use designation borders the eastern side of General Jim Moore Boulevard from Seaside Middle School to the southern border of the city, and both sides of Eucalyptus Road to the north. The future Seaside East Specific Plan is a land use designation that signifies the City's intent to prepare a specific plan that will determine allowed uses and the intensity of those allowed uses. The Recreational Open Space area corresponds with the Fort Ord National Monument land area. The purpose of the Recreational Open Space area is to promote habitat management, passive recreation, trails/paths, restoration, ecotourism, and environmental and educational activities. The Land Use and Community Design Element also identifies the potential location for a new civic campus in the Seaside East Future Specific Plan Area. The future civic campus could include a new location for City Hall, County Justice Center, and additional community facilities. These new uses would be considered critical facilities that provide vital functions to the community.

Although the exact type of development has not yet been determined for the future Seaside East Specific Plan area, potential land uses identified for future development include residential, mixed-use, business park/employment, trade/exposition center district, visitor serving, recreational commercial, and park/open space.

Figure 52: Tsunami Inundation Map for Emergency Planning



Additionally, the location for a terminal water reservoir, utility buffers and a 100-foot habitat borderland buffer area were identified.

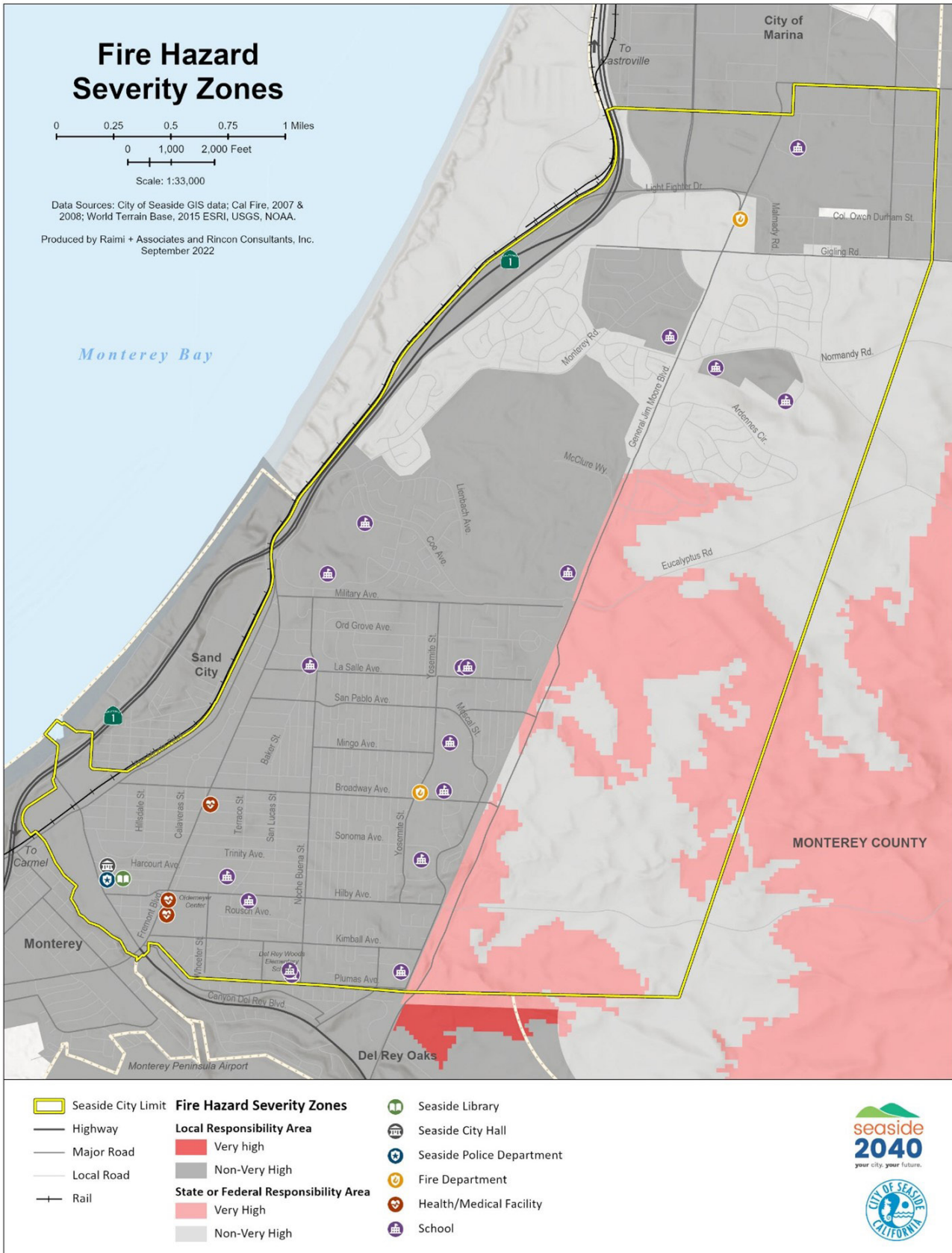
Future development on undeveloped lands may be at risk to wildland fires. However, new development located in a very high fire hazard zone within a Local Responsibility Area would be required to comply with standards in California Government Code 51182 to minimize fire risk. New development also would be subject to building permit requirements and statewide standards for fire safety in the California Fire Code. For fire protection Seaside is served by the local Seaside Fire Department. Additional fire protection services for high fire danger are provided by the U.S. Navy and an interagency mutual aid agreement with the Salinas Rural Fire Protection District for fire suppression.⁶⁴

There are several regional plans that address wildfire risk and present reduction strategies for the greater Monterey Bay area. These plans represent the overall regional collaborative effort to reduce the risk of wildlife. The CAL FIRE San Benito Monterey Unit Strategic Fire Plan (Fire Plan) seeks to reduce firefighting costs and property losses, increase firefighter safety, and educate the public on fire prevention. The Fire Plan includes all communities in Monterey and San Benito County that are listed as communities at risk by CAL FIRE.⁶⁵ The Monterey County Community Wildfire Protection Plan (MCCWPP) was developed by regional stakeholders to provide guidance to wildfire prevention and protection, including recommendations for hazardous fuel mitigation activities and methods for reducing structural ignitability. Seaside

is designated in the MCCWPP as having high fire risk, high fuel hazard, high structural ignitability, and as a high overall priority community. The MCCWPP recommends treatments, such as sheep grazing, to reduce the risk of wildlife in Seaside.

The California Code of Regulations also provide standards associated with addressing fire hazards. The Fire code is included in Title 24 of the California Code of Regulations. California Fire Code Title 24, part 9, Chapter 7 addresses fire and smoke protection features and building elements; Fire Code Chapter 8 addresses fire related interior finishes and decorative materials; and Fire Code Chapter 9 addresses fire protection and life safety systems; and Fire Code Chapter 10 addresses fire related means of egress, including fire apparatus access road width requirements. Fire Code Section 4906 also contains existing regulations for vegetation and fuel management to maintain clearances around structures.

Figure 53: Fire Hazard Severity Zones



Hazardous Materials

As cities age, land uses associated with hazardous materials are often abandoned. These uses include former industrial properties, gasoline stations, and military sites. Uses such as this may have soils and groundwater that are contaminated and are often referred to as “brownfields.”

As illustrated in Figure 54, Seaside has a number of hazardous waste sites located largely in the southwestern part of the city, as well as underground storage tanks located in the northeastern part of the city. Of the hazardous waste sites in Seaside, there are:

- One Federal Superfund site, located on former Fort Ord lands, and one state response site that have land use restrictions,
- Nine permitted underground storage tank (UST) sites,
- One open or active cleanup program site,
- Sixteen completed or closed clean-up sites (including fifteen leaking underground storage tank (LUST) sites),
- Two waste discharge requirements (WDR) permitted sites related to the discharge of wastewater (Envirostor and DTSC).

The Fort Ord Superfund Site was added to the Superfund National Priorities List of Hazardous Waste Sites on February 21, 1990. While most of the former Fort Ord is now part of the Fort Ord National Monument, much of the area located in Seaside has been or will be converted from military to civilian land uses. While many old military buildings and infrastructure remain abandoned, others have been demolished. Hazardous materials and toxic waste sites at the former Fort Ord consist of a wide variety of materials including industrial chemicals, petrochemicals, domestic and industrial wastes (as seen in landfills), asbestos and lead-based paint in buildings, above- and underground storage tanks, artillery and explosives.

The identification, remediation, and disposal of hazardous waste associated with the Superfund cleanup process of former Fort Ord takes place under the Federal Facilities Agreement (FFA). The U.S. Army is responsible for conducting the Superfund cleanup process, and the US EPA is the lead agency for regulatory enforcement and

oversight of Superfund activities. Remnant safety hazard issues are also present on the former Fort Ord resulting from previous U.S. Army munitions training operations. In 2007, a remediation program was created to provide coordinated access for bikers, hikers, runners, and equestrians to the new Fort Ord National Monument.^{66 67} In May of 2021 the U.S. EPA published a Federal Register Notice finalizing its proposal to delete 11,934 acres of the 27,827-acre Fort Ord Superfund site from the National Priorities List (NPL). This partial deletion included only portions of the site where cleanup of military munitions and soil pollution have been completed. The partial deletion became effective upon rule publication. EPA policy allows for these cleaned up areas to be deleted separately from contaminated water and soil gas below the ground. The Army will continue to clean up the groundwater and soil gas on the 11,934 acres included in the deletion. It will also clean up pollution at the remaining 15,893 acres of the site. Both the groundwater and soil cleanup for the 11,934 acres, and the entirety of the 15,893 acres, are still in the Superfund program and on the NPL. (Fort Ord Cleanup)

To assess hazardous materials incident risk for the Seaside Annex of the Monterey MJHMP, a one mile buffer zone around each facility was used. The chosen buffer distance was based on guidelines in the US Department of Transportation’s Emergency Response Guidebook. To analyze the risk to a transportation-related hazardous materials release, a one-mile buffer was applied to highways in the US Dept of Transportation, National Transportation Atlas Database. The result is a two-mile buffer zone around each transportation corridor that is used for this analysis. Risk from a fixed facility hazardous materials release, identified in the Monterey County 2019 Hazardous Materials Plan, was analyzed using a one-mile buffer.

Figure 54: Hazardous Waste Sites



Goals and Policies

Goal S-1: A high standard of police services with a focus on community-based crime prevention.

Intent: To provide high-quality police services, including traditional law enforcement services and community partnership and engagement. The result will improve safety, health, peace of mind, and quality of life through excellent police services and planning.

Policies:

- **Service delivery and efficiency.** Maintain high-quality service delivery and efficiency of the Seaside Police Department. Consider upgrades to station facilities as appropriate.
- **Coordination.** Coordinate with local, State, and federal law enforcement agencies to reduce the risk of criminal activity. Coordinate with local partners, including schools, neighborhood groups, and community-based organizations, to encourage community-based crime prevention efforts.
- **Crime prevention programs.** Promote after school programs, volunteer programs, and other innovative programs, such as harm reduction and restorative justice models.
- **Community relationship building.** Continue to foster positive, peaceful, mutually supportive relationships between Seaside residents and the police. Encourage increased community involvement and activities such as block parties as a way to reduce criminal activity.
- **Youth crime prevention programs.** Encourage the development and operation of community and recreational facilities and programs as a preemptive strategy to reduce youth-related crime. Expand opportunities for positive law enforcement and youth interaction.
- **Assess critical facilities.** Identify and inventory critical facilities and establish guidelines for the operation of such facilities during emergencies.



Police Services in Seaside.

Goal S-2: Effective emergency response following a natural or human-caused disaster.

Intent: To increase the safety of residents. To achieve this, the City will implement emergency preparedness planning and outreach, maintain sufficient service levels, and prepare for the potential impacts of climate change.

Policies:

- **Service levels.** Maintain sufficient levels of fire protection and emergency services to support existing residents and future growth.
- **Service delivery and efficiency.** Strive to improve service delivery and efficiency of the Seaside Fire Department.
- **Coordinate emergency response.** Implement coordinated emergency response planning.
- **Preparedness programs.** Promote community-based, emergency preparedness programs and disaster education awareness, including the City's annual emergency system training and evacuation trainings.
- **Emergency evacuation.** Maintain emergency procedures for the evacuation and control of population in identified floodplain areas in accordance with Section 8589.5 of the California Government Code. Inform residents and visitors about alternate routes in case of coastal flooding and tsunamis. Design evacuation maps to minimize and mitigate exposure to flood hazards to the maximum extent possible.
- **Transportation and evacuation planning for flood hazard scenarios.** In coordination with Caltrans and local public works/transportation agencies, identify alternate routes for evacuation in case Highway 1 becomes flooded due to tsunamis or storm surges. Ensure redundancy of critical transportation routes, as possible, to allow for continued access and movement to and along the coast in instances in which sections of roadways may become temporarily impassible because of flooding in areas adjacent to Roberts Lake and Laguna Grande.
- **Evacuation route maintenance.** Maintain roadways that are likely to function as key evacuation routes including but not limited to the following major routes: General Jim Moore Boulevard, Canyon Del Ray Boulevard (SR 218), Fremont Boulevard/Fremont Street, Broadway Avenue, Hilby Avenue, and Del Monte Boulevard.
- **Emergency preparation education.** Continue to educate City staff regarding appropriate actions to take during an emergency including evacuation procedures, City staff roles, and resource needs.
- **Partnership.** Continue to work with the Monterey County Hazard Mitigation Planning Team during regular updates to the Monterey County Multi-Jurisdictional Hazard Mitigation Plan. Maintain consideration of climate change and sea level rise impacts as part of the County's comprehensive mitigation strategy.
- **Emergency supplies.** Develop a plan to coordinate access to water, power, shelter, and support following an emergency.
- **Climate change risks.** Re-evaluate existing plans to incorporate climate change hazards, sea level rise, and the populations and infrastructure vulnerable to climate change.
- **Public awareness.** Promote a culture of preparedness and greater public awareness of all hazards. Provide assistance to help property owners, tenants, renters, and landlords to make their homes and businesses more resilient to natural disasters with evacuation checklists and maps as well as information on available resources during different emergencies. Provide public trainings for the community on essential information.

- **Emergency communications.** Encourage implementation of communication systems to coordinate advanced mobilization and facilitate evacuations during flood and wildfire events with hazard alert notifications through a Traffic Control Center. This center would have up to the minute reports on traffic patterns and can communicate directly with the broadcast media to let drivers know about roadway congestion and conditions and direct them to alternate routes
- **Vulnerable population assistance.** Identify vulnerable populations that may need assistance to evacuate and prepare coordinated language

accessible communication and assistance processes for identified populations related to evacuation procedures and preparedness. Include resources in multiple languages, for the visually impaired, hearing impaired, mobility impaired, people with medical conditions and the unhoused.

- **Emergency operations planning.** Upon the next revision of the Seaside Emergency Operations Plan the findings of the evacuation study, including recommendations for police presence and traffic signal programming, will be incorporated.

Goal S-3: Protection from the effects of earthquakes, landslides, tsunamis, and other natural disasters.

Intent: To lessen the impacts of earthquakes, geologic threats, tsunami, seiches, and other natural disasters on city residents and structures. To achieve this, the City will regularly update and assess risks and hazards, examine mitigation strategies, and raise public awareness around disasters.

Policies:

- **Identify earthquake risks and mitigation.** Coordinate with the National Earthquake Hazard Reduction Program of the Federal Emergency Management Agency (FEMA) to identify earthquake risks and available mitigation techniques.
- **Update seismic and geologic hazard maps.** Proactively seek compliance with the Alquist-Priolo Earthquake Fault Zoning Act by coordinating with the California Geological Survey and the United States Geological Survey (USGS) to establish and maintain maps within the city boundaries, former Fort Ord lands, and the Sphere of Influence.
- **Updated building codes and development reviews.** Reduce the risk of impacts from seismic and geologic hazards through land use planning, updated building codes, and the development review process. Ensure new development meets building code requirements.
- **Seismic upgrades.** Examine necessity of seismic upgrades to existing public facilities as well as existing multifamily housing constructed prior to 1971.
- **Public awareness.** Promote greater public

awareness of earthquake hazards with incentives and assistance to help property owners make their homes and businesses more earthquake-safe.

- **Inventory of Fort Ord buildings.** Develop an inventory of critical and sensitive buildings and structures on the former Fort Ord, including all public and private buildings essential to the health and safety of the public, such as hospitals, fire and police stations, public works centers, high occupancy structures, schools, and sites containing or storing hazardous materials.

Goal S-4: Safeguarding of vulnerable community members, natural resources, buildings and facilities, and services and infrastructure from inland flooding.

Intent: To lessen the risks of inland flooding, particularly in areas adjacent to Roberts Lake and Laguna Grande, and associated drainage areas. This goal seeks to lessen the impacts of flood events on residents and community assets by enhancing local drainage.

Policies:

- **Drainage improvements.** Provide drainage controls and improvements that enhance local conditions and are consistent with and complement the master drainage plans, prioritizing areas adjacent to vulnerable populations and low-income households.
- **Flood control.** Require new development and redevelopment projects to provide adequate stormwater infrastructure for flood control.
- **Nature-based solutions.** Seek funding and implement nature-based solutions projects related to groundwater recharge, stormwater management, and flood prevention. Prioritize projects that include co-benefits related to mitigating the urban heat island effect, neighborhood beautification, improved beach access and improved pedestrian and bicyclist facilities.
- **Floodplain management ordinance update.** Modify Seaside's floodplain management ordinance so all habitable building spaces are designed above the maximum flood elevation as defined by a qualified coastal geologist with experience in tsunamis.
- **Flood Insurance Rate Maps.** Coordinate with FEMA to ensure that Federal Insurance Rate Maps (FIRM) correctly depict flood hazards in Seaside and continually provide community education on FIRM changes and flood exposure.
- **Regional coordination.** Coordinate with the Monterey County Flood Control and Water Conservation District to evaluate the need to expand flood control capacity based on changing flood conditions associated with climate change and extreme weather.
- **Community education.** Promote greater public awareness of flooding hazards and promote resources and programs to help property owners and landlords protect their homes and businesses from flood damage with prioritization of vulnerable population households.
- **Service line protection.** Identify and implement opportunities for structural hardening of critical facilities proximal to and within floodplains as well as increased service line redundancies to reach the community during flood events. Provide public educational resources on critical facility capacity and resources.
- **Inland flood mitigation funding.** Allocate staff time to apply for grants and establish multiple funding options for stormwater infrastructure resilience projects.

Goal S-5: Safeguarding of vulnerable community members, natural resources, buildings and facilities, and services and infrastructure from sea level rise, and associated hydrological and erosion hazards.

Intent: To lessen the risks of coastal flooding, particularly in hazard areas such as the small coastal area west of Highway 1, areas adjacent to Roberts Lake and Laguna Grande, and associated drainage areas. This goal seeks to lessen the impacts of coastal flood events on residents by enhancing local adaptive capacity.

Policies:

- **Flood hazard area maps.** Partner with USGS to continually update coastal flood inundation maps for Seaside to identify areas prone to localized coastal flooding. Provide community education on sea level rise and coastal flooding exposure changes as well as adaptive and mitigative options for exposed populations, facilities, and asset managers.
- **Regional coordination for coastal resilience and restoration projects.** In coordination with Monterey County and State Parks, plan for future coastal recreational space and parkland by protecting open space adjacent to coastal habitats and allowing the beach and habitats to migrate into these spaces.
- **Groundwater monitoring plan.** Implement a systematic groundwater monitoring plan to assess changes in the water table depth, and saltwater intrusion in partnership with water utility providers. Publicize information particularly to affected populations with basements that may experience increased flooding.
- **State park shoreline protection.** Partner with Fort Ord Dunes State Park to expand and restore critical shoreline through dune vegetation and adaptive measures. Increase shoreline resilience through community involvement in developing strategies to protect coastal habitats and recreational areas.

Goal S-6: Minimization of risk of fire hazards in the city and wildfire hazards on former Fort Ord lands through fire prevention design and fuel reduction strategies.

Intent: To encourage planning and design strategies that mitigates wildfire risk. To achieve this, the City will assess and evaluate fire hazards, encourage fire mitigation, and ensure a level of service that meets or exceeds resident needs.

Policies:

- Fire protection for the Seaside East Specific Plan.** Provide fire suppression water system guidelines and implementation plans to maintain adequate fire protection water volumes and emergency water storage and identify system distribution upgrades to adequately accommodate new developed envisioned as part of the development of the Seaside East Specific Plan.
- Water pressure.** Coordinate with water districts to ensure that water pressure for existing developed areas is adequate for firefighting purposes during the season and time of day when domestic water demand on a water system is at its peak.
- Facility siting.** Ensure that the location of new and existing fire protection facilities provides a consistent level of service to existing neighborhoods/centers and new neighborhoods/centers on former Fort Ord lands. Locate, when feasible, new essential public facilities, including, but not limited to, hospitals and health care facilities, emergency shelters, emergency command centers, and emergency communications facilities, outside of very high fire hazard severity zones, or identify construction methods or other methods to minimize damage if these facilities are in a very high fire hazard severity zone.
- Density management.** During development of the Seaside East Specific Plan, develop and implement density management strategies that cluster residential developments to reduce amounts of flammable vegetation and collective exposure to wildfire risk.
- Adjacent to undeveloped wildlands.** Decrease the extent and amount of edge or wildland urban interface where development is adjacent to undeveloped wildlands, particularly as part of the Seaside East Specific Plan.
- Wildland Urban Interface Guidelines.** Maintain and implement Wildland/Urban Interface Guidelines for new and existing development within neighborhoods that are proximal to existing fire hazard areas.
- Fuel reduction.** Use strategies, such as sheep grazing and other environmentally friendly fuel reduction and weed abatement approaches, for landscaping, buffering zones, and very high fire hazard zones as prevention measure to minimize the risk of fires. Engage in fire hazard reduction projects, including community fire breaks and private road and public road clearance.
- Update building code.** Reduce the risk of impacts from wildfire through updating development standards that meet or exceed the California Code of Regulations Title 14 State Responsibility Area Fire Safe Regulations and Fire Hazard Reduction Around



Fire education services in Seaside.

Buildings and Structures Regulations and ensure new development meets the fire safe requirements. Require ongoing maintenance and upkeep to be codified as part of building covenants or homeowner covenants, conditions, and restrictions to ensure defensible space measures are retained over time.

- **Fire hardening structures and homes.** To increase resistance of structures to heat, flames, and embers, review current building code standards and other applicable statutes, regulations, requirements, and guidelines regarding construction, and specifically the use and maintenance of non-flammable materials (both residential and commercial). Promote the use of building materials and installation techniques beyond current building code requirements, to minimize wildfire impacts.
- **Development in the Very High Fire Hazard Severity Zone.** Require new development in the Very High Fire Hazard Severity Zone to develop an evacuation plan and ensure that the plan includes adequate fire access (ingress, egress) to new development, including safe access for emergency response vehicles, visible street signs, and water supplies for structural fire suppression.
- **Fire education.** Continue to provide fire hazard education and fire prevention programs to Seaside residents and businesses with targeted outreach to vulnerable populations.
- **Fire redevelopment.** Evaluate soils and waterways for risks from flooding, water quality, and erosion to ensure that they are suitable to support redevelopment following a large fire.
- **Wildfire evacuation.** In planned developments that may occupy the WUI, VHFHSZ, or areas proximal to fire hazard severity zones, increase resilience during a potential wildfire evacuation through:
 - Enforcing visible address numbers painted on sidewalks enforced through the city;
 - Developing and/or adapting a multiple language accessible materials for how to prepare your family and home for an evacuation and go kit;
 - Identifying and preparing at risk and vulnerable populations that may need

assistance to evacuate;

- Maintaining critical evacuation routes, community fire breaks;
- Requiring adequate ingress and egress to new developments; and
- Restrict parking periodically (e.g., on red flag days) along critical evacuation routes.
- **Fire harden telecommunication.** Coordinate with telecommunication service entities and the Monterey County Emergency Communications Department to fire-harden communications.
- **Underground overhead lines.** Coordinate with Pacific Gas & Electric to implement an electrical undergrounding plan with a focus on critical evacuation roadways and areas with highest wildfire risk.



Hazardous site signs on former Fort Ord lands.

Goal S-7: Strong coordination with regulatory agencies to ensure safe and effective remediation of hazardous and toxic materials.

Intent: To clean-up and remove hazardous and toxic materials, including clearance, treatment, transport, disposal, and/or closure of such sites containing ordnance and explosives, landfills, above and below ground storage facilities, and buildings with asbestos and/or lead-based paint. To achieve this, the City will help residents avoid human-made hazards by monitoring remediation, coordinating with applicable agencies, and maximizing public safety to the fullest extent.

Policies:

- **Minimize risk.** Minimize the risk to the community associated with hazardous materials. Continually integrate updated remediation strategies in coordination with the regulating agencies.
- **Management of hazardous materials.** Continue to cooperate with federal, state, and county agencies to effectively regulate the management of hazardous materials and hazardous waste.
- **Hazardous Materials Management.** Assess the use of hazardous materials as part of its environmental review and/or include the development of a hazardous management and disposal plan, as a condition of a project, subject to review by the County Environmental Health Department.
- **Regional coordination.** Coordinate with regulatory agencies regarding remnant safety hazards and future utilization of the Fort Ord munitions hazard area.
- **Monitor remediation.** Monitor implementation procedures of the Remedial Action-Records of Decision and work cooperatively with the U.S. Army and all contractors to ensure the safe and effective removal and disposal of hazardous materials, compliance with all applicable regulations regarding hazardous materials, and protection of the public during remediation activities.
- **Superfund.** Cooperate with the federal government to obtain Superfund monies and implement clean-up activities to eliminate the environmental hazards associated with past military activities at the former Fort Ord.
- **Maintain truck routes.** Maintain designated truck routes for the transportation of hazardous materials through the city to limit potential impacts to public health and safety.
- **Project Design Wildfire Risk Reduction.** For projects located within or less than two miles from an SRA or very high fire hazard severity zones, project landscape plans (as made available when project applications are submitted) shall include fire-resistant vegetation native to Monterey County and/or the local microclimate of the site and prohibit the use of fire-prone species especially non-native, invasive species. If the project site is within a known landslide area, the site shall be subject to geotechnical review regarding potential post-fire slope instability. Structural engineering features incorporated into the design of a structure to reduce the risk of damage to the structure from post-fire slope instability shall be recommended by a qualified engineer and approved by the City prior to the building permit approval.

Goal S-8: A resilient built and natural environment, service lines, and community that is prepared for the potential impacts of extreme heat.

Intent: To prepare for the impacts of extreme heat, including immediate and growing threats to the economy, environment, and to public health. To achieve this, the City will increase community resilience to prepare for public health, structural, and environmental complications arising from extreme heat.

Policies:

- **Resilience hubs.** Develop and support a network of resilience hubs to facilitate health, food, medical, and emergency services during climate hazards such as extreme heat events, flooding, and poor air quality events.
- **Open space cooling study.** Partner with Monterey County Resource Conservation District to conduct a study on open space areas in the city to identify areas with greatest cooling magnitude and areas to maximize preservation and enhancement efforts.
- **Green space expansion.** Protect habitats and parks impacted by extreme heat through expansion of large continuous greenspaces wherever possible for greater cooling magnitude and extent. Include a mix of habitat types for greatest cooling benefits.
- **Urban tree canopy.** Involve the community to expand urban tree canopy and maintenance projects.
- **Public health resilience.** Collaborate with the Monterey County Public Health Department and local community organizations to establish extreme heat and air quality monitoring systems and develop accessible and language appropriate community education resources to prepare community members for increase extreme heat events and air pollution.
- **Cool pavements.** Explore opportunities to incorporate cool pavement practices into new streetscape or urban design.
- **Cool roofs.** Include a requirement of cool roofs for new construction in the building code and provide under-resourced populations with incentives such as expedited permitting or reduced fees to decrease barriers associated with installing cool roofs.

Goal S-9: A resilient community that is prepared for the potential impacts of climate change.

Intent: To prepare for the impacts of climate change, including immediate and growing threats to the economy, environment,

Policies:

- **Inclusive planning.** Support fair and inclusive climate change planning and implementation in which residents, businesses, and community-based organizations have the knowledge and power to collaborate in climate planning processes.
- **Equitable distribution of resources.** Prioritize programs that ensure the benefits of climate programs are fairly distributed and prioritized to those most in need, particularly populations most likely to be impacted by climate change.
- **Regional partnerships.** Establish partnerships with State, federal, regional, and local agencies to collaborate and better understand the regional impacts of climate change and developing multi-jurisdictional solutions.
- **Knowledge building.** Work with the Monterey County Health Department to distribute information on climate change impacts to vulnerable populations, including actions they can take to reduce exposure to unhealthy conditions.

- **Critical facility weatherization.** Expand the resilience of critical buildings and infrastructure through assessment of needed retrofits to function properly while subject to increased climate hazard frequency such as flooding, extreme heat, regional wildfires, and landslides.
- **Resilient power.** Partner with utility companies to improve grid resilience and backup power for the community including utility activities that:
 - Harden vulnerable overhead lines against winds and wildfires;
 - Protect energy infrastructure and increase redundancy of energy storage and distribution systems in surrounding hazard zones for wildfire;
 - Invest in sustainable backup power sources to provide redundancy and continued services for critical facilities during periods of high demand during extreme heat events; and
 - Explore the feasibility of installing microgrids, including for critical health care facilities.
- **Climate change education.** In a linguistically and culturally appropriate manner, educate the community, particularly the most vulnerable populations, about climate change, flood control, and community preparedness to increase resilience around hazardous events.

Goal S-10: Integration of relevant plans into the Safety Element Goals and Actions.

Intent: To integrate the measures, actions, and recommendations from relevant plans into the Safety Element, and to make the most efficient use of efforts and resources for achieving hazard mitigation, public health, and safety outcomes. To achieve this, the City adopted the 2022 Monterey County Multi-Jurisdiction Hazard Mitigation Plan, Annex L, and the following policies complement and regularly integrate MJHMP actions.

Policies:

- **2022 MJHMP actions.** Implement the mitigation actions identified in the Monterey County Multi-Jurisdiction Hazard Mitigation Plan Annex L (Table L-18) for the City of Seaside.
- **Future updates to the MJHMP.** Incorporate future updates to the MJHMP and new mitigation actions identified will be incorporated into the Safety Element during the next update to ensure plan alignment.
- **Alignment with Seaside Fire Department 2019-2024 Strategic Plan.** Support the responsible parties in addressing the critical issues and service gaps identified, and achieving the goals and objectives outlined in the Fire Department Strategic Plan. If there is staff turnover, help ensure continuity of plan implementation through timely staffing and reassignment of objectives as needed.





chapter twelve

NOISE

Low noise levels contribute to a high quality of life for people living and working in the City. Vehicle traffic is the main source of noise in Seaside, exposing residents to potentially unwelcome and unhealthy noise levels. However, noise also results from other sources, including the Monterey Airport, residences, and businesses. This chapter identifies noise issues in the community and sensitive noise environments recommended for protection. Additionally, it establishes a land use pattern that minimizes the community's exposure to excessive noise and identifies proactive solutions to address existing and foreseeable noise problems.

Topics covered in this chapter include: transportation noise, stationary noise, noise standards and land use compatibility. This chapter also includes related goals and policies.

Statutory Requirements

This Noise Element has been prepared to comply with state General Plan law. California law mandates the development of a Noise Element as part of the General Plan (CGC Section 65302(f)). The Noise Element should also be consistent with guidelines contained within the California Health and Safety Code Section 56050.1. In accordance with these regulations, this Element addresses noise sources and identifies ways to reduce impacts and exposure of sensitive receptors to high levels of noise.

City of Seaside Noise Regulations

The City's Municipal Code includes detailed noise regulations intended to protect the welfare of its residents from excessive, unnecessary, or unusually loud noises by any and all sources in the community. The noise regulations in the Municipal Code include standards, prohibitions, and exemptions regarding noise. It also identifies persons deemed responsible in the event of noise complaints and violations.

The California Building Code requires that new residential structures include noise insulation which insures an interior noise level of 45 dBA. (Title 24, California Code of Regulations (California Building Code or "CBC"), Part 2, Volume 1, Section 1207, and 1207.4) These noise levels are accomplished through various noise attenuation features, including insulation, required by the California Building Code. (See CBC Section 1207.) The California Building Code is applicable to all development in California. (Health and Safety Code Section 17950.)

Setting the Scene

Noise is best defined as unwanted sound. Seaside enjoys a generally quiet noise environment. Vehicle traffic is the primary source of noise. The highest noise levels occur along high-volume roadways, airports, and rail. Stationary sources of noise are limited, as the majority of Seaside consists of residential housing, interspersed with commercial, public/institutional uses, and open space. Commercial land uses located along arterial roadways and new construction do contribute to stationary noise sources in the city.

Transportation Noise

Vehicle traffic is the primary noise source in Seaside. The highest noise levels occur along high-volume roadways, including Highway 1, SR 218 (Canyon Del Rey Boulevard), General Jim Moore Boulevard, Broadway Avenue, Del Monte Boulevard, Lightfighter Drive, Fremont Boulevard, Gigling Road, Hilby Avenue, and Imjin Road. Noise generated by current traffic levels in Seaside are shown in Figure 62.

As Seaside and the region grow, traffic on local roadways is expected to increase, raising noise levels and the ambient noise near roadways. Future traffic noise levels in Seaside are shown in Figure 63. Predictions are based on estimated increases in traffic due to General Plan buildout projections.

In addition to roadway noise, air traffic periodically contributes to the noise environment. Two airports are located near Seaside: the Monterey Regional Airport and the Marina Municipal Airport. The Marina Municipal Airport is located approximately two miles northeast of Seaside and is sufficiently far from the City to not contribute to the noise environment. The Monterey Regional Airport is located approximately one-quarter mile south of Seaside, with flights approaching and taking off from the east over rural areas and west over Monterey Bay. These flight patterns limit the amount of aircraft noise in Seaside. The Monterey Regional Airport Land Use Plan 2033 Noise Contours map indicates that Seaside is located outside of the 65 dBA noise contour line of the airport.

Health and Noise

Human response to sound is highly individualized. Annoyance is the most common issue regarding community noise. Many factors also influence people's response to noise. The factors can include the noise character, variability of the sound level, presence of tones or impulses, and time of day of the occurrence. Additionally, non-acoustical factors, such as a person's opinion of the noise source, ability to adapt to the noise, attitude towards the source and those associated with it, and predictability of the noise, all influence a person's response.

Responses to noise vary widely from one person to another and with any particular noise, individual responses range from "not annoyed" to "highly annoyed." The effects of noise are often only transitory, but adverse effects can be cumulative with prolonged or repeated exposure. The effects of noise on the community can be organized into six broad categories:

- Noise-induced hearing loss
- Interference with communication
- Effects of noise on sleep
- Effects on performance and behavior
- Extra-auditory health effects
- Annoyance

Noise can mask important sounds and disrupt communication between individuals in a variety of settings. This process can cause anything from a slight irritation to a serious safety hazard, depending on the circumstance. Noise has been implicated in the development or exacerbation of a variety of negative health problems, including psychological, physiology and/or cardiovascular consequences. Noise-induced sleep interference is one of the critical components of community annoyance. Sound level, frequency distribution, duration, repetition, and variability can make it difficult to fall asleep and may cause momentary shifts in the natural sleep pattern, or level of sleep. It can produce short-term adverse effects on mood changes and job performance, with the possibility of more serious effects on health if it continues over long periods.

Currently, there is no operational railroad in Seaside. However, the Transportation Agency for Monterey County (TAMC) owns the abandoned railway, which runs along the western edge of Seaside, parallel to Del Monte Boulevard and Highway 1. TAMC's 2022 Monterey County Regional Transportation Plan includes a proposed Monterey Branch Line Light Rail, which would use the abandoned railroad right-of-way for passenger rail service.⁷¹ If this public transit improvement were to be developed in the future, increased transportation noise could be expected to occur along the western edge of Seaside.

Figure 55: Existing Noise Contours from Transportation

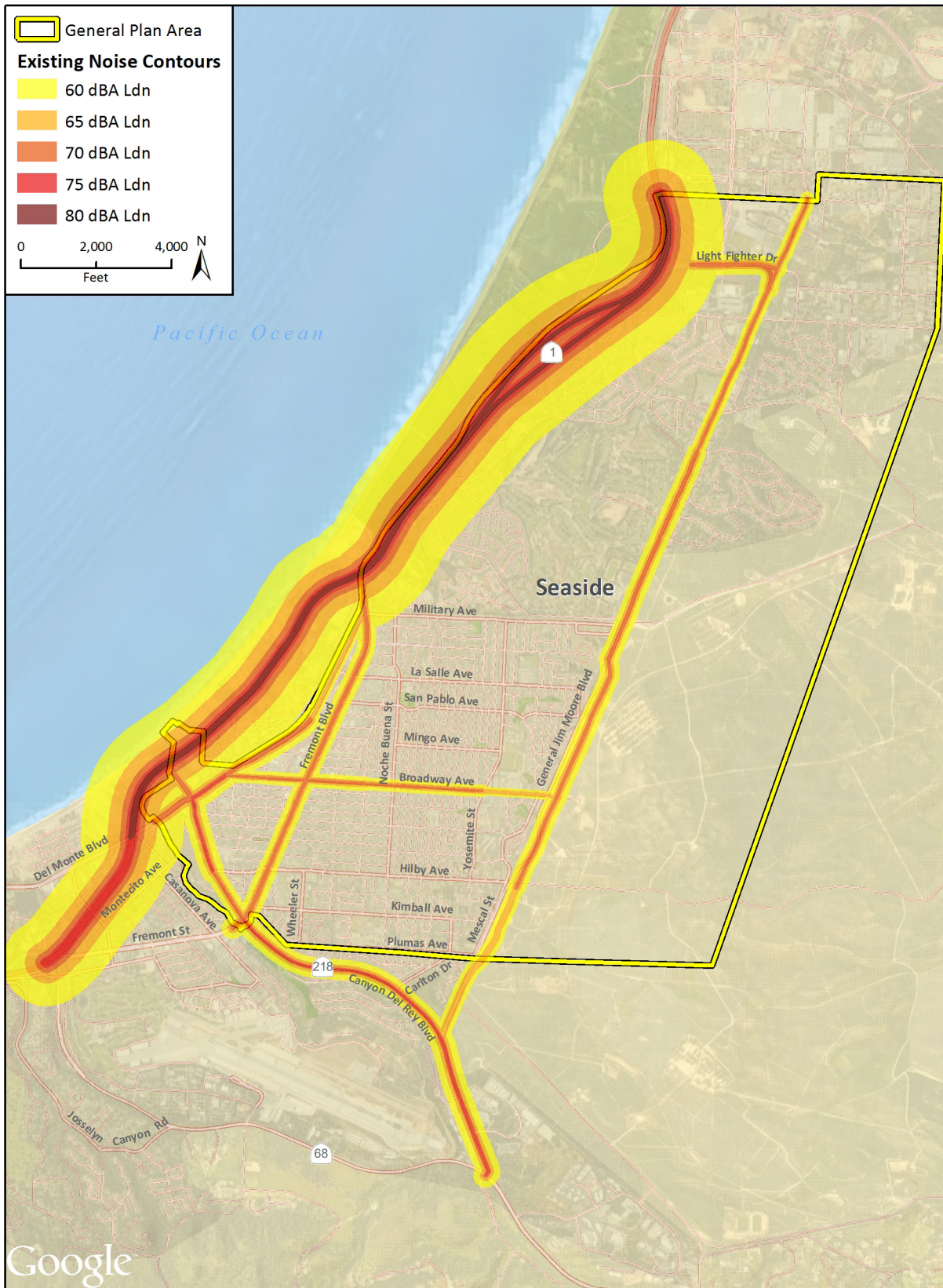
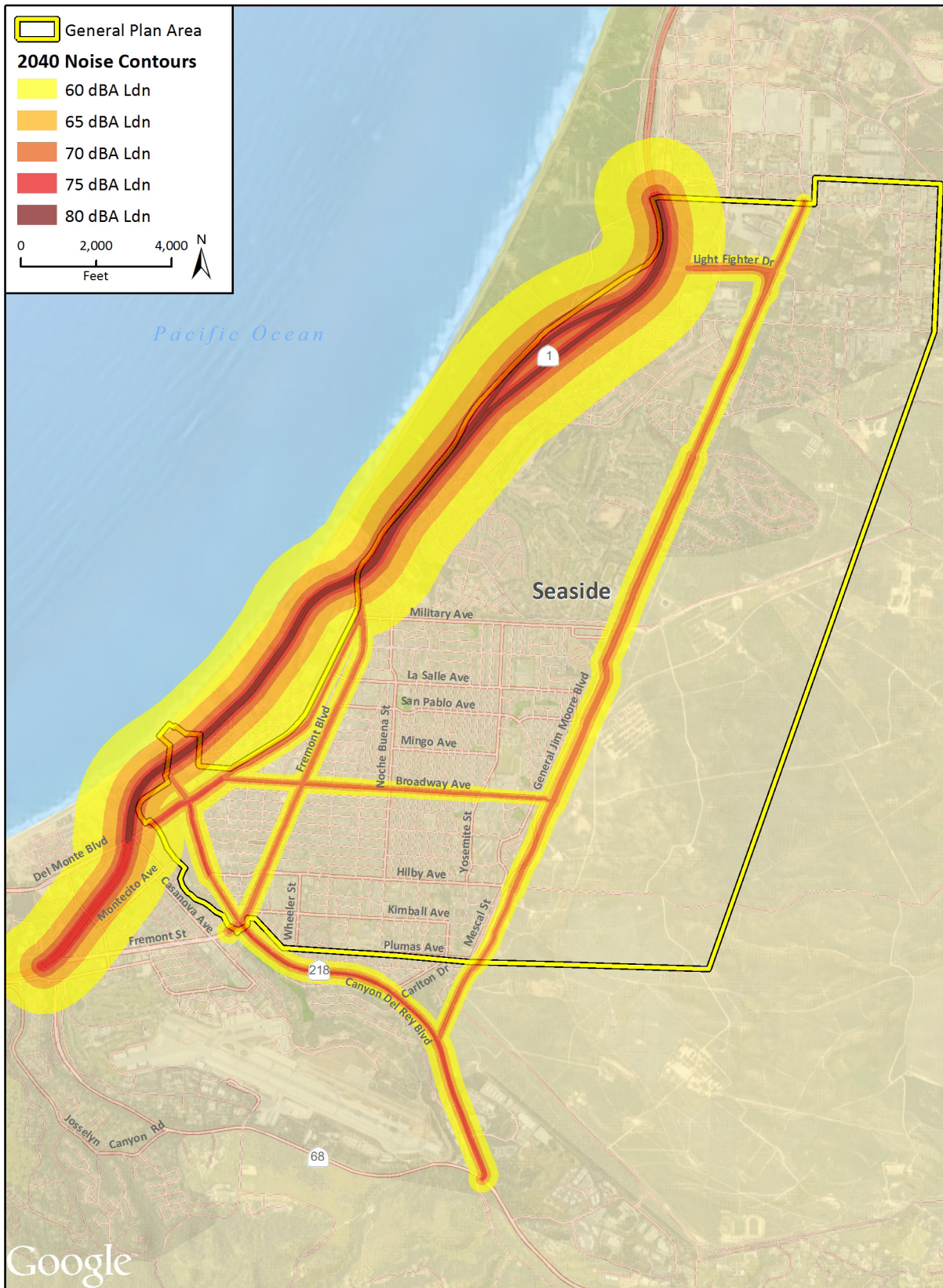


Figure 56: Future Noise Contours from Transportation



Stationary Noise

The majority of Seaside is designated for residential land use, interspersed with public/institutional and open space for recreation uses, and commercial land use focused on arterial roadways. Seaside currently has no industrial development, but the current zoning does allow for light manufacturing and assembly in several commercial corridors along Del Monte Boulevard. However, any noise associated with light industrial facilities would be dependent upon the specific type of use which is unknown at this time. This area is buffered from residential development by less intensive commercial designations. Other uses currently exist, including entertainment venues, nightclubs, outdoor dining areas, gas stations, car washes, fire stations, drive-thru restaurants, schools, and parks. Athletic and music events are also sources of noise. These are local events and typically only affect their adjacent neighbors.

Construction activity in Seaside can also be an intermittent source of noise. Construction noise can be significant for short periods of time at any particular location as a result of public improvement projects, private development projects, and additions or remodeling. Heavy equipment use, such as backhoes, dump trucks, and paving machines can cause significant short-term spikes in noise.

Noise Standards and Land Use Compatibility

Noise is problematic when it disrupts or interrupts activities associated with a given land use. Uses that are most affected by noise include residences, schools, hospitals, religious meeting spaces, and recreation areas. Conflicts between noise sources and noise-sensitive land uses occur when noise-sensitive land uses are permitted in areas with high ambient noise levels. These conflicts

can be avoided through consideration of noise sources and the future noise environment when making land use planning and development decisions. Table 18 presents the maximum acceptable noise level allowed at each land use. While the noise levels in the tables below contain the City's general noise goals for individual land use categories, there may be scenarios where development is still permissible when these noise levels cannot be achieved.

Table 18 provides the noise compatibility guidelines that help determine whether a proposed land use is compatible with the existing noise environment or may be required to implement additional noise reduction measures, including noise barriers, substantial building insulation, and sound buffers.

Table 17: Interior and Exterior Noise Standards

Land Use	Exterior (CNEL)	Interior (CNEL)
Residential	65 dBA	45 dBA
Mixed Use Residential	70 dBA	45 dBA
Commercial	70 dBA	--
Office	70 dBA	50 dBA
Industrial	75 dBA	55 dBA
Public Facilities	70 dBA	50 dBA
Schools	50 dBA	50 dBA

Table 18: Noise/ Land Use Compatibility Matrix- Noise Contours and Noise Impact Areas

Park Name	Community Noise Equivalent (CNEL)					
	55	60	65	70	75	80
Residential – Single Family, Multifamily, Duplex	A	B	B	C	-	-
Residential – Mobile Homes	A	B	C	C	-	-
Transient Lodging – Motels, Hotels	A	B	B	C	C	-
Schools, Libraries, Churches, Hospitals, Nursing Homes	A	B	C	C	-	-
Auditoriums, Concert Halls, Amphitheaters, Meeting Halls	B	C	C	-	-	-
Sports Arenas, Outdoor Spectator Sports, Amusement Parks	A	A	B	B	-	-
Playgrounds, Neighborhood Parks	A	A	B	C	-	-
Golf Courses, Riding Stables, Cemeteries	A	A	A	B	C	C
Office and Professional Buildings	A	A	B	B	C	-
Commercial Retail, Banks, Restaurants, Theaters	A	A	A	B	B	C
Industrial, Manufacturing, Utilities, Wholesale, Service Stations	A	A	A	B	B	B
Agriculture	A	A	A	A	A	A

Source: Taken in part from Aircraft Noise Impact Planning Guidelines for Local Agencies, U.S. Department of Housing and Urban Development, TE/NA-472, November 1972.

A-Normally Acceptable- Specified land use is satisfactory based on the assumption that any buildings involved are of normal conventional construction, without any special noise insulation requirements.

B- Conditionally Acceptable- New construction or development should be undertaken only after a detailed analysis of the noise requirements is made and needed noise insulation features included in the design. Conventional construction, but with closed windows and fresh air supply systems or air conditioning will normally suffice.

C- Normally Unacceptable- New construction or development should generally be discouraged. If it does proceed, a detailed analysis of the noise reduction requirements must be made and needed noise insulation features included in the design.

- Clearly Unacceptable – New construction or development should generally not be undertaken.

Goals and Policies

Goal N-1: Appropriate noise environments that are compatible with existing and proposed land uses based on guidelines provided in the Noise Element.

Intent: To regulate the noise environment and to protect the health and welfare of Seaside residents and visitors. Some land uses are more sensitive to noise than others. Elevated noise levels affecting sensitive land uses can be disruptive and adverse to quality of life for residents and visitors. To achieve this, the City will ensure that the noise environment is appropriate for proposed land uses and that noise sensitive land uses are not exposed to high noise levels.

Policies:

- **Noise standards.** Adopt, maintain, and enforce planning guidelines that establish the acceptable noise standards identified in Table 17.
- **Compatible development.** Assess the compliance of individual developments, including new development and reuse/revitalization projects, with noise land use compatibility standards in Table 18. Where proposed projects are not located in an area that is “clearly compatible,” the City may require that an acoustical study be prepared as a condition of building permit approval demonstrating compliance with the noise standards shown in Table 17.
- **Noise sensitive land uses.** Protect noise-sensitive land uses or sensitive receptors, including residences, schools, hospitals, libraries, established religious gatherings, convalescent homes, community open spaces and recreation areas, and sensitive wildlife habitat on former Fort Ord lands, from high noise levels emitted by both existing and future noise sources.
- **Enforcement of stationary noise standards.** Review and enforce the noise limits and construction and operation regulations contained in this Noise Element and in the City’s Municipal Code.
- **Non-transportation related noise.** Encourage reduction of stationary noise impacts from commercial and industrial land uses, activities, events, and businesses on noise-sensitive land uses.
- **Limit on hours of operation.** Limit delivery or service hours for stores and businesses with loading areas, docks, or trash bins that front, side, border, or gain access on driveways next to residential and other noise sensitive areas, such as residences, schools, hospitals, religious meeting spaces, and recreation areas.

Goal N-2: Minimal transportation-related noise impacts.

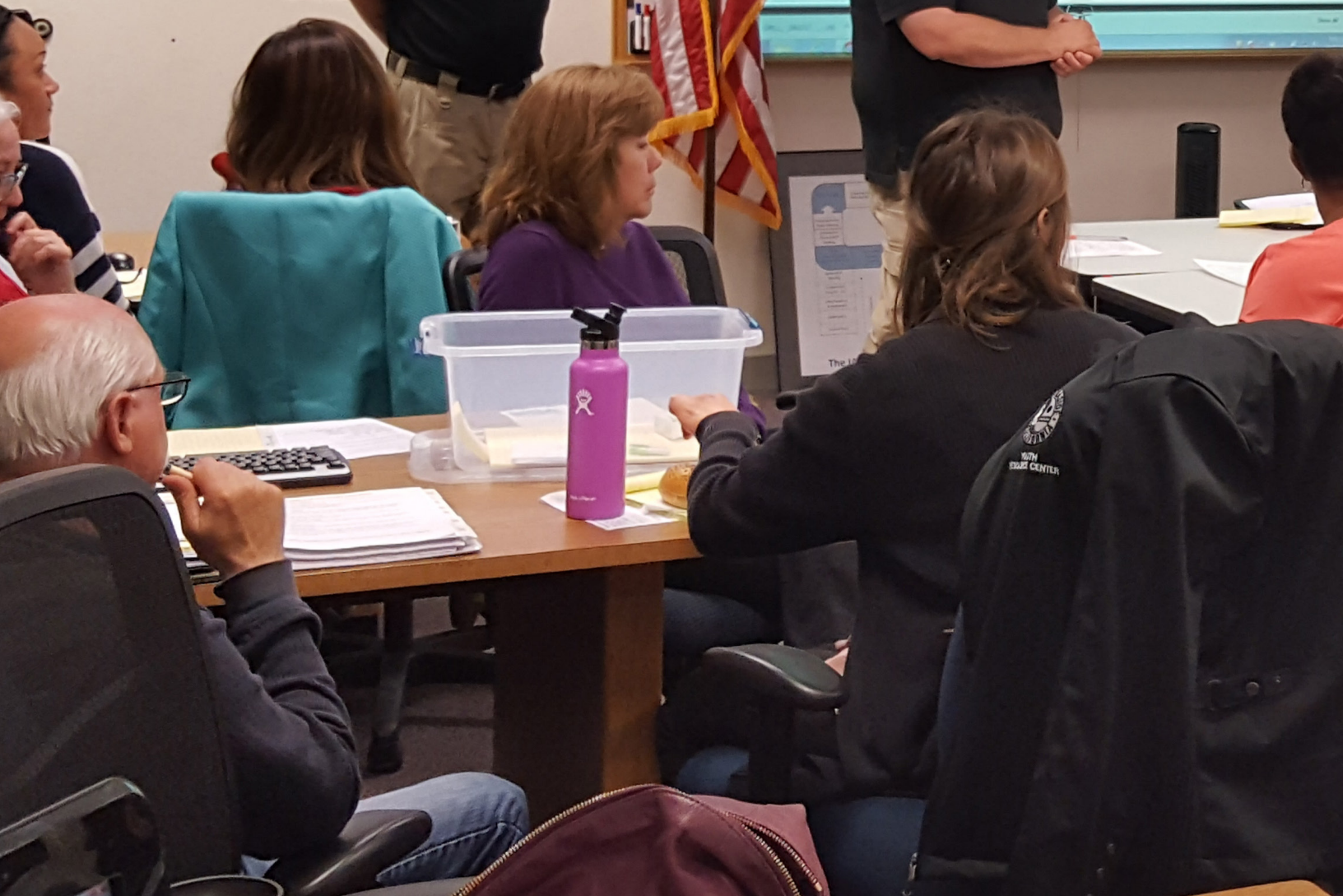
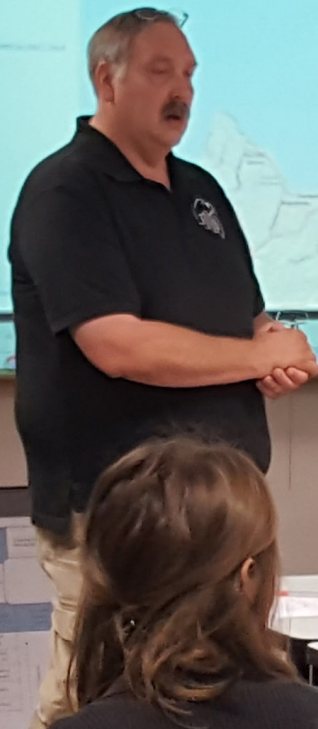
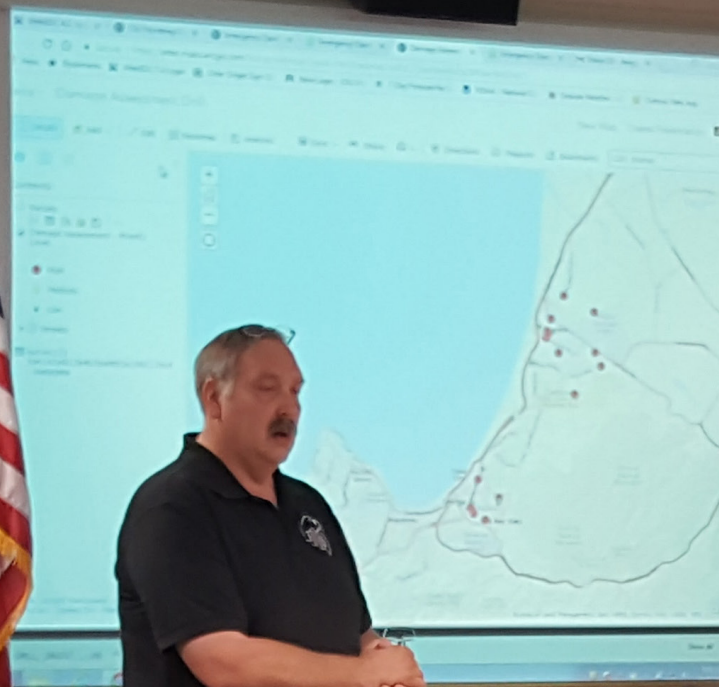
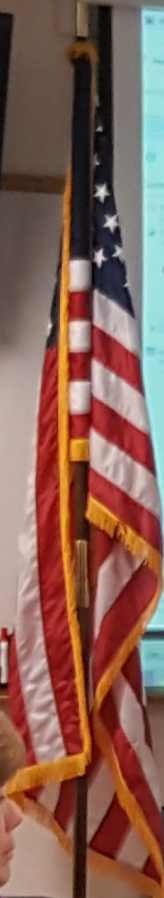
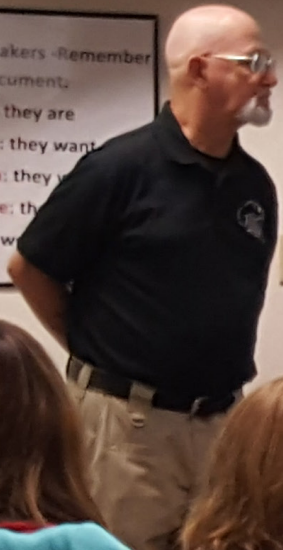
Intent: To minimize transportation-related noise, which is the primary source of noise in Seaside. Transportation noise increases with increased development and can be of concern due to the high number of individual events. This goal seeks to reduce the impact transportation noise has in Seaside, particularly on noise sensitive land uses.

Policies:

- **Transportation-related noise.** Work with Caltrans and other agencies to enforce and reduce noise impacts associated with motorized vehicles.
- **Traffic and truck noise.** Regulate traffic flow to enforce speed limits to reduce traffic noise. Periodically evaluate and enforce established truck and bus routes to avoid noise impacts on sensitive receptors.
- **Noise enforcement.** Promptly investigate noise complaints and abate any noise impacts associated with commercial and other activities.
- **Noise reduction strategies.** Research and implement innovative noise reduction measures, such as asphalt rubber and living “green” noise barriers, to reduce noise on high volume streets in Seaside.
- **Coordination with Airport Land Use Commission.** Work with the Monterey County Airport Land Use Commission, the Marina Municipal Airport, and Monterey Regional Airport to monitor aircraft noise and make future updates to noise contours in Seaside.
- **Airport Master Plan.** Provide input on any update to the Monterey Peninsula Airport Master Plan, County Airport Land Use Plan, or California Airport Land Use Planning Handbook. Review and revise as necessary the goals, policies, and noise standards within the General Plan Noise Element to correspond with updates to the Airport Master Plan.
- **Noise barriers along future rail.** Should passenger rail service be initiated, the City shall work with TAMC to address noise and vibration considerations adjacent to the rail corridor.



Call Takers -Remember
to document.
Who: they are
What: they want
When: they
Where: th
How: w





chapter thirteen

IMPLEMENTATION

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

Plan Implementation and Administration

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

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

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

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

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

Each implementation program and physical improvement identifies the responsible City departments, a level of priority (high, medium, or low) and a suggested time frame, as described in Table 19.

Table 19: Time Frame Guide

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

Implementation Programs

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

Table 20: Land Use and Urban Design Programs

	Description	Priority	Time Frame	Responsibility
LUD 1.	Specific Plan Consistency. Following adoption of the General Plan, review the existing, adopted Specific Plans and make changes to ensure consistency with the General Plan.	High	Short	Planning
LUD 2.	<p>Neighborhood conservation. To preserve Seaside’s existing residential neighborhoods, the City should take the following steps to foster change within each neighborhood.</p> <ul style="list-style-type: none"> • Residential zoning and objective design standards: Review and update residential zoning standards to ensure new development complements existing neighborhoods through objective design standards. • Residential parking programs: Publicize the existing residential parking permit program to manage on-street and off-street parking. 	High	Short	Planning
LUD 3.	Business Improvement Districts. Facilitate the formation of Business Improvement Associations (BIA), Business Improvement Districts (BID), or similar to unite business owners into area branding, marketing, on-going maintenance, and beautification efforts.	Medium	Ongoing	Planning, Community and Economic Development
LUD 4.	<p>Specific Plans. Create and implement Specific Plans to bridge the policies of the General Plan with the standards of the zoning code for subareas of the city. Plans should address key opportunities for the area and include the following:</p> <ul style="list-style-type: none"> • The location, phasing, and amount of designated land uses, including parks and recreational uses • Objective urban design standards • Circulation network, including a comprehensive and connected trails plan • Open space and sensitive habitat • Demand for new infrastructure and utility services • An implementation program for public and private development <p>Plans should include a broad community engagement process tailored to surrounding neighbors, property owners, businesses, tenants, and other key community members and stakeholders. New Specific Plans should be created for Seaside East, Main Gate and Fremont Boulevard.</p>	Medium	Long	Community and Economic Development

LUD 5.	West Broadway Urban Village Specific Plan. Modify development standards in the West Broadway Urban Village Specific Plan to help spur catalytic projects and development.	High	Short	Planning, Community and Economic Development
LUD 6.	Development review. As feasible, streamline the development review and update process for projects that conform with the goals and policies of the General Plan to ensure that development applications are implemented in a timely manner. This may include ministerial review for projects that fall within the building height and intensity limits. Zoning code updates should address this development review process.	High	Short	Planning, Community and Economic Development
LUD 7.	Development fees. Develop city-wide or area-wide development impact fees for infrastructure, community benefits, and long-range planning. As part of this process, complete the following activities: <ul style="list-style-type: none"> Review and modify existing fees. Work collaboratively with developers to establish a common set of development impact fees for infrastructure, parks and recreation, transportation, affordable housing, and others as needed. 	High	Medium	Planning, Community and Economic Development
LUD 8.	Development fact sheets. Create and promote a series of one-page fact sheets about permitting, zoning, building, and development requirements and questions. Incorporate sustainability practices related to building construction, site design, and renovation into materials.	Medium	Ongoing	Planning, Community and Economic Development
LUD 9.	Infill housing incentive program. Establish an infill housing incentive program. Potential incentives may include an expedited building permit process, impact fee waivers or other incentives.	Medium	Long	Planning, Community and Economic Development
LUD 10.	General Plan Reviews. Review the General Plan on a five-year cycle, including a review of individual elements and community programs. Periodically revise the General Plan and respond to individual Plan Amendment petitions.	High	Short	Planning, Community and Economic Development
LUD 11.	Resident Handbook. Prepare a handbook of information about neighborhood and civic organizations addressing subjects like disaster preparedness, neighborhood beautification, and a “how-to” communicate with City departments.	Medium	Short	All City Departments
LUD 12.	Development review for childcare. Streamline processing and permit regulation, to the extent possible, to promote and support the development of childcare facilities and family childcare homes. Review zoning regulations regarding home-based early childhood education facilities for areas that can be streamlined. Ensure consistency with State Code.	High	Short	Planning, Community and Economic Development

LUD 13.	Community liaison. Create a community liaison position to encourage community participation and support community engagement efforts, including addressing inclusion, cultural responsiveness, and selection of planning spaces.	Medium	Medium	Planning
LUD 14.	Land use monitoring. Establish a monitoring and reporting system for land use development in the city. Land use monitoring should include metrics, such as number of new housing units, affordable housing units, commercial square footage, and natural and undeveloped areas on former Fort Ord lands, among others.	High	Short	Planning
LUD 15.	Define and develop missing middle housing. Conduct an analysis of employee inflow/outflow, median housing prices, median area incomes, other demographic/housing variables, and urban form to define appropriate missing middle housing types for Seaside. Encourage the development of appropriate missing middle housing types through zoning standards, development review procedures, and appropriately structured fees that encourage missing middle units.	High	Short	Community and Economic Development

Table 21: Economic Development Programs

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

ED 10.	Bureau of Land Management and State Parks marketing program. Work in coordination with appropriate city agencies and private developers to develop a marketing and branding program that highlights northern Seaside, including the Campus Town Specific Plan, as a site to potential visitors.	Medium	Long	Community and Economic Development
ED 11.	Economic Development Strategic Plan. Create an Economic Development Strategic Plan to maintain a favorable business climate and address changes in economic trends.	High	Short	Community and Economic Development
ED 12.	Cultural attractions and events. Work with local and regional organizations to establish and promote a multiplicity of cultural attractions and events in the community linked to the City's Historic Context Statement (Action C 7).	High	Ongoing	Community and Economic Development
ED 13.	Film production. Coordinate with the Monterey Film Commission, the California Film Commission, CSUMB, and local K-12 schools to market sites in Seaside for film production.	Low	Ongoing	Community and Economic Development
ED 14.	Coastal signage program. Adopt a public access/directional and interpretive sign program in accordance with Local Coastal Plan policies PAR-CZ 1.1.C. and PAR-LG 1.1.B.i. that provides residents and visitors with informational signs identifying the location of the Monterey Bay and California Coastal Trail alignments within Seaside.	Medium	Short	Planning, Public Works
ED 15.	Commercial recreational facility. Attract the development of a large-scale commercial recreational facility to serve residents and tourists.	Medium	Medium	Community and Economic Development
ED 16.	Shovel-ready inventory. Consult with private property owners and identify City-owned parcels (including those in the Long-Range Property Management Plan) to create a current list of parcels suitable and ready for development.	High	Short	Planning, Community and Economic Development
ED 17.	Infrastructure and utility provision for shovel-ready sites. Provide shovel-ready sites with necessary infrastructure and utility services to ensure efficient development.	Medium	Ongoing	Planning, Public Works
ED 18.	Market shovel-ready properties. Establish a marketing program to advertise shovel-ready opportunity sites to the development community.	High	Short	Community and Economic Development
ED 19.	Enhanced Infrastructure Financing Districts & Community Revitalization Investment Authorities. Continue to support development of an Enhanced Infrastructure Financing District(s), Community Revitalization Investment Authorities, and other financing opportunities as they arise to support the funding of long-term, more costly infrastructure improvements and associated revitalization efforts.	Medium	Ongoing	Community and Economic Development
ED 20.	Enhanced economic development utilities rate. Work with the California Public Utilities Commission, PG&E, Central Coast Community Energy, and other utility companies to establish an Enhanced Economic Development Utility Rate and accompanying program that provides discounted utility rates to attract, expand, and retain qualifying businesses.	Low	Medium	Community and Economic Development

ED 21.	Advanced and sustainable industry workforce training. Coordinate with applicable entities to identify or create training and placement programs in targeted industries including advanced manufacturing, applied robotics, agriculture technology, cannabis testing and research, computer hardware, software, data services, legal services, telecommunications, and other fields.	High	Medium	Community and Economic Development
ED 22.	Provide information for financing assistance to businesses. Develop and advertise programs that assist firms proposing substantial new job creation to access SBA and State and local development funds.	High	Ongoing	Community and Economic Development
ED 23.	Workforce training. Conduct an inventory of workforce training needs of businesses in Seaside and coordinate with regional partners, and other regional institutions of higher learning to identify or create suitable training programs, and help coordinate training resources in the County.	Medium	Medium	Community and Economic Development
ED 24.	Public-private partnerships. Support the use of public-private partnerships to foster job growth and vocational training, including partnerships used or planned by major public entities in Seaside such as with CSUMB, Hartnell College, Cabrillo College, Monterey Peninsula College, and the US Defense Department.	Medium	Ongoing	Community and Economic Development
ED 25.	<p>Regional institutes of higher learning/City of Seaside Economic Strategic Plan. Coordinate with CSUMB and other regional institutes of higher learning to develop a joint Economic Development Strategic Plan focused on enhancing “town-gown” relationships and coordinating planning efforts as part of the Economic Development Strategic Plan. Ensure that the joint Strategic Plan addresses the following:</p> <ul style="list-style-type: none"> Partnerships between the City, the CSUMB Institute for Innovation and Economic Development, and the UCSC Center for Innovation and Entrepreneurial Development to support entrepreneurship and to bring emerging spinoffs and startups to Seaside; Partnerships between the City and appropriate technology transfer offices of regional institutes of higher learning to support transfer of knowledge and technology to emerging spinoffs and start-ups; Measures the City may take to facilitate the formation of emerging spinoffs and start-ups, such as assistance navigating the City’s permit process, expedited project review, and assistance in finding appropriate locations/spaces in Seaside; and Internships and apprentice programs to connect students from regional institutes of higher learning with full-time employment opportunities in Seaside. 	Low	Ongoing	Planning

Table 22: Mobility Programs

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

Table 23: Conservation, Park, and Open Space Programs

	Description	Priority	Time Frame	Responsibility
C 1.	Tree Preservation Ordinance. Adopt an ordinance specifically addressing the preservation of oak trees. At a minimum, this ordinance shall include restrictions for the removal of oaks of a certain size, permit requirements for removing oaks of the size defined, and specifications for relocation or replacement of oaks removed.	High	Short	Planning
C 2.	Habitat Management Plan. Continue to partner with local, regional, and federal agencies to implement the programs outlined by the HCP and HMP.	High	Ongoing	Planning
C 3.	Seaside Habitat Management Plan. As funding becomes available, develop a Seaside Habitat Management Plan that outlines the habitat management protection measures not already addressed in the Fort Ord HMP and HCP to protect habitat and species specific to Seaside and for areas outside the Plan Area of the FORA HCP. The Seaside Habitat Management Plan should include roles and responsibilities and identify funding or financing mechanisms to implement the plan. The Seaside Habitat Management Plan should be consistent with the Fort Ord HMP and HCP.	Medium	Medium	Planning
C 4.	Fort Ord Regional Habitat Cooperative. Be a cooperative member of the Fort Ord Regional Habitat Cooperative (Joint Powers Authority), and coordinate with FORA and the other cooperating members to finalize the HCP Plan and Implementing Agreement.	High	Short	Planning
C 5.	Dark Sky Lighting Ordinance. Prepare a Dark Sky Ordinance to regulate outdoor lighting through the adoption of comprehensive citywide outdoor lighting standards.	Medium	Medium	Planning
C 6.	Archaeological Sensitivity Map. Develop a Cultural Resource Sensitivity Map based upon field and literature surveys identifying the locations of known cultural resources and areas of archaeological sensitivity within the City and its Sphere of Influence.	High	Short	Art and History Commission, Planning
C 7.	Historic Context Statement. Prepare a historic context statement to form the basis of evaluating significance and integrity of historic resources.	High	Short	Art and History Commission, Planning

C 8.	Historic Resource Survey. . Use the Historic Context Statement to guide, establish, and maintain an historic resource survey for Seaside	High	Ongoing	Planning, Art and History Commission
C 9.	Siltation Program. Seaside, in consultation with the Natural Resources Conservation Service, shall develop a program that will provide, to every landowner, occupant, and other appropriate entities information concerning vegetation preservation and other best management practices that would prevent siltation of waterways in or downstream of the former Fort Ord.	High	Short	Planning, Public Works
C 10	Update Zoning Code. Update the zoning code and requirements for all new land use development applications to establish standards that further the health and diversity of Seaside’s urban forest. Updates should include tree planting guidelines, accommodation of trees during infrastructure design for projects, and preservation of mature trees where possible.	Medium	Short	Planning,
PO 1.	Wayfinding program. Implement a wayfinding and signage program to improve visibility to key City parks, the National Monument, Seaside Beach, and the State Dunes Beach.	Medium	Short	Public Works, Planning, Recreation Services
PO 2.	Joint use with MPUSD. Maintain existing joint use agreements with MPUSD to allow residents greater park access.	High	Short	Public Works, Planning, Recreation Services
PO 3.	Joint use with CSUMB. Strive to establish a formal joint use agreement with CSUMB allowing Seaside residents to use campus sports and recreation facilities.	Medium	Short	Public Works, Planning, Recreation Services
PO 4.	Joint use with US Army. Strive to establish a formal joint use agreement with the US Army allowing Seaside residents to use publicly-accessible parks and open spaces.	Medium	Short	Public Works, Planning, Recreation Services
PO 5.	Seaside history. Create a short history of Seaside and its peoples for distribution to schools, visitors and interested businesses.	High	Short	Arts and History Commission
PO 6.	Maintenance plan. Develop a park maintenance plan that specifies the types of maintenance required for each park and timing of such work.	High	Short	Public Works

Table 24: Healthy and Sustainable Communities Programs

	Description	Priority	Time Frame	Responsibility
HSC 1.	Health resources inventory. Develop an inventory of health resources in the City in cooperation with the Monterey County Department of Public Health and the Blue Zones project..	Medium	Short	Planning
HSC 2.	Healthy food choices. Develop a plan to attract more healthy food choices to the residents of the city. The plan should strategically consider location and expansion of new and existing businesses to promote access to healthy food choices throughout the city.	Medium	Long	Planning
HSC 3.	Greenhouse gas inventory. Prepare a revised greenhouse gas inventory on regular 3-year cycles.	Medium	Ongoing	Planning, Engineering
HSC 4.	Climate Action and Adaptation Plan. Prepare a Climate Action and Adaptation Plan that establishes greenhouse gas reduction targets in alignment with State targets. Specify energy, water, transportation, and other actions necessary to meet those targets. Identify Seaside’s most significant potential climate change risks and vulnerabilities in order to create a framework for decision makers to build a more resilient and sustainable community. Include an adaptation strategy and regular plan maintenance as addressed in the Health and Sustainable Community Element. Special focus should be provided related to sea level rise and coastal flooding, drought, extreme heat, and wildfire risk.	High	Ongoing	Planning, Engineering
HSC 6.	Zoning and implementation ordinances. Regularly review and update zoning and building codes to enable innovative sustainability measures, including implementation of the following: <ul style="list-style-type: none"> • Greywater capture and reuse systems • On-site bioretention-based stormwater facilities • Wind generation on residential and commercial buildings • Electric vehicle infrastructure requirements • Establish green building performance standards • Design standards that promote healthy food and activity choices, including sidewalks, safe routes to schools, and access to parks and open space. 	High	Ongoing	Planning, Building and Code Enforcement
HSC 7.	Educational materials. Produce a City resource guide for commercial and residential solar and wind installation, including information on state and local regulations, incentives, and other third-party programs.	Medium	Ongoing	Planning, Building and Code Enforcement

HSC 8.	Central Coast Community Energy. Annually review the progress of the Central Coast Community Energy region-wide collaborative partnership progress in funding renewable energy projects and reducing carbon-based emissions.	High	Ongoing	Planning, Engineering
HSC 9.	Information campaign about early childhood education. Promote significant benefits of quality early childhood education to community members, employers, businesses and developers through social marketing campaigns.	Medium	Ongoing	Planning, Community and Economic Development
HSC 10.	Licensed childcare providers. Work with local institutions of higher education and the Child Care Resource & Referral agency to coordinate and expand professional development pathways for residents to become licensed childcare providers.	Medium	Short	Planning, Community and Economic Development
HSC 11.	Child care needs assessment. The City will work with local institutions, including the Monterey County Health Department and Monterey Unified School District, to assess child care needs and will work with local organizations and institutions, where feasible, to implement programs to address childcare shortfalls.	High	Ongoing	Planning, Community and Economic Development
HSC 12.	Enrichment programs. Partner with local institutions, including the Monterey Peninsula Unified School District and Monterey County Free Libraries, and other public and private organizations to maintain and enhance existing extended learning opportunities through after-school enrichment programs, summer boost programs, school breaks, and weekends for all children.	High	Short	Planning, Community and Economic Development
HSC 13.	Siltation program. Develop a program preventing siltation of waterways focused on former Fort Ord lands.	High	Short	Public Works, Planning

Table 25: Utility Infrastructure

	Description	Priority	Time Frame	Responsibility
CFI 1.	Plan consistency. Following adoption of the General Plan, review the existing, adopted Specific Plans, and the Local Coastal Plan (LCP) and the LCP Implementation Plan, and make changes to ensure consistency with the General Plan.	High	Short	Planning, City Attorney
CFI 2.	City ordinances. Update the existing City code and ordinances to reflect current requirements and GP policies for water, sewer, and storm drainage requirements and policies.	High	Short	Planning, Public Works
CFI 3.	Water System Master Plan and Rate Study. Revise the Water System Master Plan based on current requirements and policy for Seaside Muni, CalAm, and Marina Coast	Medium	Ongoing	Seaside Municipal Water Supply
CFI 4.	<p>Water allocation process. Take a leadership role in the development of a unified water allocation process for all local agencies, including:</p> <ul style="list-style-type: none"> • Support regional efforts to develop new water supplies for Cal-Am and MCWD to ensure water supply for both existing and proposed uses within the City. • Work with regional partners (Cal-Am, MCWD, MRWPCA, and/or MPWMD) to ensure new water supplies are obtained for SMWS to meet its long- term needs. • Establish priorities for water allocation in order to catalyze investment in key areas of the City, such as Downtown (West Broadway Urban Village Specific Plan area) and Fremont Boulevard 	High	Short	Public Works, SMWS, Planning
CFI 6.	MRSWMP participation. Continue to participate in the Monterey Regional Stormwater Management Program (MRSWMP).	Medium	Ongoing	Public Works
CFI 7.	Stormwater development standards. Develop a guidance document to clarify stormwater requirements specific to the Coastal Zone, the former Fort Ord, and any requirements which the City may have over-and-above the MRSWMP requirements. Identify opportunities that result in water being “credited” back to the City.	High	Short	Public Works
CFI 8.	Stormwater Master Plan. Update the 2013 Draft Stormwater Master Plan to reflect current and upcoming permit requirements and resulting capital expenditures.	High	Ongoing	Public Works
CFI 9.	Stormwater Utility Fee. Implement a Stormwater Utility Fee.	Medium	Short	Public Works
CFI 11.	Maintenance schedule. Create a routine maintenance schedule for infrastructure.	High	Short	Public Works

Table 26: Safety Element Programs

	Description	Priority	Time Frame	Responsibility
S 1.	California Building Codes. As new versions of the California Building Standards Code (CCR Title 24, published triennially) are released, adopt and enforce the most recent codes. Specifically, to minimize damage from earthquakes and other geologic activity, implement the most recent State and seismic requirements for structural design of new development and redevelopment.	Medium	Ongoing	Public Works, Building and Code
S 3.	Flood inundation map. Partner with the USGS to develop a flood inundation map to identify areas prone to localized flooding in Seaside.	Medium	Short	Public Works, Planning
S 4	Fire Code. Adopt the most recent Uniform Fire Code provisions and appropriate amendments.	Medium	Ongoing	Fire, Building and Code Enforcement
S 5.	Fire preventative measures. Develop fire prevention measures in wildland-urban interface areas to reduce wildfire hazards, in cooperation with Fort Ord jurisdictions and the surrounding communities' fire protection agencies.	Medium	Ongoing	Fire, Planning
S 6.	Remediation of hazardous and toxic materials. Work closely with regional and federal partners on former Fort Ord remediation. Perform timely reviews of the implementation progress and maintain a public record of property locations which contain hazardous materials, including a timetable for and the extent of remediation to be expected.	High	Ongoing	Planning
S 7.	Hazardous materials management. For the use of former Fort Ord lands, the City shall assess the use of hazardous materials as part of its environmental review and/or include approval, and development of a hazardous management and disposal plan as a condition of project, subject to review by the County Environmental Health Department.	High	Ongoing	Building and Code Enforcement, Fire
S 8.	Emergency Preparedness Plan. Prepare an Emergency Preparedness Plan for disaster planning and guidance in responding to emergencies.	High	Ongoing	Fire
S 9.	Emergency response training sessions. Hold annual training sessions for staff and the public to educate all residents and businesses about emergency response procedures, evacuation routes, and locations of critical facilities.	Medium	Ongoing	Fire
S 10.	Critical facilities inventory. Establish a critical facilities inventory and establish guidelines for operations of such facilities during emergencies.	High	Short	Fire, Police

Table 27: Noise Programs

	Description	Priority	Time Frame	Responsibility
N 1.	<p>Requirement for acoustical studies. Amend development application requires so that prior to accepting development applications as complete, projects complete acoustical studies prepared by qualified professionals for all new development that is:</p> <ul style="list-style-type: none"> Proposed in the City's jurisdiction that could result in noise environments above Zone A of Table 19, (normally acceptable noise ranges), including any proposed development located within a 60dBA CNEL or higher noise contour, as shown in Figure 61, Future Noise Contours. Proposed in the Fort Ord Planning Area that could result in noise environments above noise range I (normally acceptable ranges), as shown in Table 20. <p>Acoustical studies shall identify mitigation measures that would be required to comply with the noise guidelines in Table 19 and Table 20 to ensure that existing or proposed uses will not be adversely affected.</p>	High	Ongoing	Planning
N 2.	<p>Update the City's Noise Ordinance. Provide development standards and project design guidelines that include a variety of mitigation measures that can be applied to meet City standards. Additionally, the City shall update the City's Noise Ordinance for application in the former Fort Ord, including adopting land use compatibility criteria for exterior community noise, shown in Table 4.5-3 of the FORA Base Reuse Plan Conservation Element; and incorporating the performance standards shown in Table 4.5-4 of the FORA Base Reuse Plan Conservation Element to control noise from non-transportation sources, including construction noise.</p>	High	Short	Planning
N 3.	<p>Construction noise limits. Review the hours of allowed construction activity to ensure they effectively lead to compliance within the limits (maximum noise levels, hours and days of allowed activity) established in the City's noise regulations (Title 24 California Code of Regulations, Zoning Ordinance, and Chapter 21A of the Municipal Code).</p>	Medium	Ongoing	Planning

<p>N 4.</p>	<p>Reduce motor vehicle noise. The City should coordinate with Caltrans to evaluate the exposure of existing and future residences in Seaside to noise generated by motor vehicle activity on State Route 1 and Canyon Del Rey Boulevard/State Route 218. As appropriate and feasible to protect residents from excessive traffic noise, the City should encourage the construction of aesthetically pleasing sound barriers on Caltrans facilities.</p>	<p>Medium</p>	<p>Ongoing</p>	<p>Planning, Caltrans</p>
<p>N5.</p>	<p>Reduce rail noise. If TAMC initiates passenger rail service in Seaside, the City should coordinate with TAMC to encourage the designation of “quiet zones” along the rail corridor adjacent to land uses that are sensitive and/or the installation of aesthetically pleasing sound barriers to reduce the exposure of nearby residences to rail noise. In addition, the City should coordinate with TAMC to encourage the design and use of trains that reduce groundborne vibration.</p>	<p>Medium</p>	<p>Ongoing</p>	<p>Planning, TAMC</p>

Physical Improvements

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

Table 28: Mobility Physical Improvements

	Description	Priority	Time Frame	Responsibility
M 2.	<p>High-Priority Crossing Improvements. Install intersection-specific crossing improvements to reduce the rate of collisions at the following intersections:</p> <ul style="list-style-type: none"> Hilby Avenue & Fremont Boulevard: Install pedestrian crossing enhancements to reduce the rate of pedestrian collisions. Del Monte Avenue & Canyon del Rey Boulevard: Install high-visibility bicycle lane or sharrow treatments to reduce the rate of bicycle collisions. 	High	Short	Public Works
M 3.	<p>Noche Buena Safe Routes to School & Traffic Calming Improvements. Plan, design, and install pedestrian improvements along the Noche Buena Avenue corridor that connects Seaside High School with Del Rey Woods Elementary School. Include traffic calming measures on segments not served by MST JAZZ service (north of Playa Avenue and south of Hilby Avenue). Initial planning could occur as part of the Pedestrian Master Plan (see Mobility Programs), or sooner as a standalone project.</p>	High	Short	Public Works
M 4.	<p>East Broadway Complete Streets. Construct “complete street” improvements on Broadway Avenue, between Fremont and General Jim Boulevards, as identified in the 2040 General Plan Mobility Element to include:</p> <ul style="list-style-type: none"> Reduce motor vehicle lanes to one through lane per direction to allow for bicycle lanes and wider sidewalks. Widen sidewalks to 15 feet between Fremont Blvd & Noche Buena Ave. Provide bulbouts at most crosswalks to reduce crossing distances. Provide transit stop amenities at MST JAZZ stops located on East Broadway. 	High	Short	Public Works

M 5.	<p>Fremont Boulevard Complete Streets Corridor. Construct street improvements on Fremont Boulevard, as identified in the Seaside 2040 Mobility Element to include:</p> <ul style="list-style-type: none"> • Install bicycle lanes in both directions. • Reduce to one southbound through lane for motor vehicles to allow for a reduction in pedestrian crossing distances, wider bicycle lanes. • Coordinate signals to reduce delays to all travel modes. • Provide transit stop amenities at MST JAZZ stops. Consider the provision of transit signal pre-emption, and bus queue-jump lanes at some locations, to reduce delays to MST JAZZ service on Fremont Boulevard. 	High	Ongoing	Planning, Engineering
M 6.	<p>LaSalle Avenue Safe Routes to School & Traffic Calming Improvements. Plan, design and install pedestrian improvements along the LaSalle Avenue, from Del Monte Boulevard to Old Terrace Elementary School. Initial planning could occur as part of the Pedestrian Master Plan (see Mobility Programs).</p>	High	Medium	Public Works
M 7.	<p>FORTAG Trail. Construct the FORTAG trail. Add wayfinding, viewing platforms, seating, and other amenities. Seaside reserves the right to modify portions of the trail within city boundaries. Connect the FORTAG trail to the circulation network of the city, including but not limited to Broadway Avenue, Hilby Avenue, San Pablo Avenue, Eucalyptus Road, Campus Town, Main Gate, and under Highway 1.</p>	High	Medium	Public Works
M 8.	<p>Coastal Access Pedestrian Improvement Focus Area Design. Pursue funding for, and construct pedestrian improvements between Oldemeyer Center and the coastline.</p>	Low	Medium	Public Works, Caltrans
M 9.	<p>Bicycle Boulevards. Design, pursue funding for, and construct bicycle boulevards to connect Seaside neighborhoods and schools as identified in the Mobility Element.</p>	Low	Medium	Public Works
M 10.	<p>Del Monte Boulevard Complete Streets Corridor. North of Broadway: reduce to one northbound through lane for motor vehicles (concurrent with elimination of one southbound lane on Fremont Boulevard) to allow for bicycle lanes (without requiring removal of on-street parking), and reduced pedestrian distances. Coordinate signals for southbound travel.</p>	Low	Medium	Public Works
M 11.	<p>Seaside East: Complete Streets Network & Pedestrian Improvement Focus Area improvements. Construct the complete street improvements to serve Seaside East concurrent with, and primarily funded by, new development in Seaside East.</p>	Low	Ongoing	Community and Economic Development, Public Works

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

Table 29: Parks, Open Space, and Conservation Physical Improvements

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

Table 30: Infrastructure Physical Improvements

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

Notes

1. Cambria History Exchange, 2010; Bakken, et al., 2006:345-346
2. City of Seaside, n.d., PMC, 2008:33-34, 36.
3. Bureau of Land Management, n.d..
4. McKibben, Carol Lynn (2011). Racial Beachhead: Diversity and Democracy in a Military Town.
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7. McKibben, Carol Lynn (2011). Racial Beachhead: Diversity and Democracy in a Military Town.
8. McKibben, Carol Lynn (2009). Seaside.
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