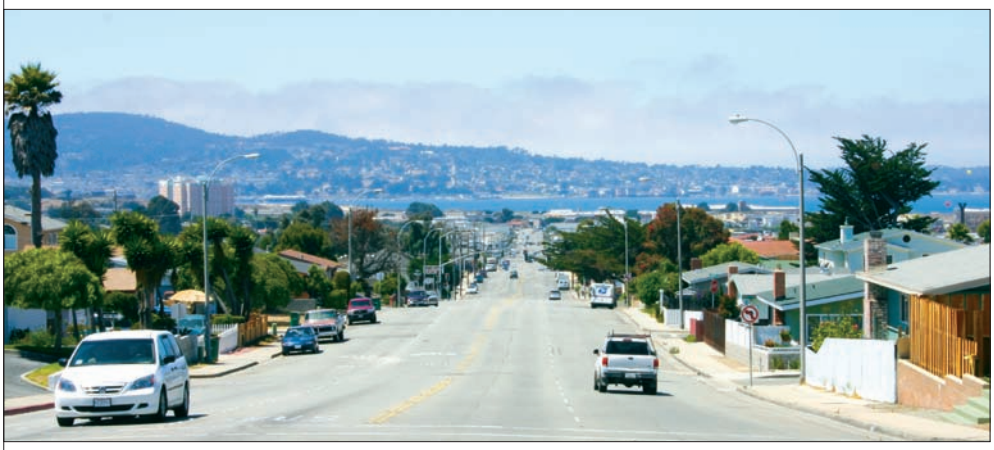
West Broadway Urban Village Specific Plan



City of Seaside | January 21, 2010

DESIGN, COMMUNITY & ENVIRONMENT

West Broadway Urban Village Specific Plan

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DESIGN, COMMUNITY & ENVIRONMENT

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Bay Area Economics
Pyatok Architects
Urban Transformation

The West Broadway Urban Village Specific Plan was prepared by Design, Community & Environment in association with Fehr & Peers Transportation Consultants; Schaaf & Wheeler Consulting Civil Engineers; Bay Area Economics; Pyatok Architects; and Urban Transformation.

The City of Seaside oversaw the development of this Specific Plan.

City Council Members:

Mayor Ralph Rubio

Mayor Pro Tem Steve Bloomer

Council Member Dennis Alexander

Council Member Tom Mancini

Council Member Ian Oglesby

City Manager and Staff:

Ray Corpuz, City Manager

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Diana Hurlbert, Senior Planner and West Broadway Urban Village Project Manager

Clark Larson, Associate Planner

An Advisory Committee was formed to inform the creation of the Specific Plan.

Advisory Committee:
Mary Claypool
Peter Coniglio
Estelle Douglas
Hunter Harvath
Sean Hoobler
Kristin Hoschouer
Charly Johnston
Jaqueline Lambert
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Antonio Morales
Patrick Orosco
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Jan Sheridan
Patricia Smith
Jaki Thurman
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Numerous stakeholder focus groups and interviews were completed as part of the process. Appendix A lists the stakeholders interviewed.

Members of the public participated in community workshops throughout the Specific Plan process and provided input in the development of the Specific Plan.

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INTRODUCTION 1

The West Broadway Urban Village Specific Plan is the result of an exciting planning process to revitalize and enhance the economic, social, cultural and recreational fabric of the City of Seaside's West Broadway Avenue. The Specific Plan describes and illustrates a vision for the area, as articulated by the community, and provides a framework for creating an Urban Village around West Broadway Avenue as the city's downtown core.

Broadway Avenue is the east-west spine that runs through Seaside between the Monterey Bay and General Jim Moore Boulevard. The West Broadway Urban Village Specific Plan furthers the goals identified by the current Seaside General Plan and Zoning Code to create a vibrant central business district focused around West Broadway Avenue between Del Monte and Fremont boulevards. The Specific Plan Area encompasses a planned future transit hub and public library and parking structure project that will anchor development and redevelopment in the West Broadway Avenue area and will be catalysts for vitalizing the Urban Village.

A. Regional and Local Setting

The West Broadway Urban Village Specific Plan Area is located in the City of Seaside, an oceanside community on the Central Coast of California overlooking Monterey Bay. Seaside, with approximately 35,000 residents, is located approximately 115 miles south of San Francisco. The City of Salinas, 14 miles northeast of Seaside, is the nearest city with a population greater than 50,000 residents. Figure 1 shows the regional context of the city.

The City of Seaside was founded in 1887 and incorporated in 1954. Seaside is well-known for its relationship with Fort Ord, which the U.S. Army established in 1917. Between the 1940s and the 1970s, Fort Ord was a basic training center and later a staging area for units departing for World War II. Fort Ord became inactive in 1976 and officially closed in September 1994. After closure, ownership of former Fort Ord property has been conveyed

Figure 1-1. Regional Location *(for illustrative purposes only)*

to the Cities of Seaside, Marina, Monterey, and Del Rey Oaks, as well as to Monterey County, California State Parks, and the California State University System, which founded California State University at Monterey Bay (CSUMB). The remaining property is currently under the responsibility of the Fort Ord Reuse Authority (FORA), which is managing the conversion of former Fort Ord to civilian activities.

Over the years, active military personnel, veterans and government civilians lived, trained and worked at Fort Ord, participated in local activities and contributed substantially to the local economy. In the early 1950s, when Fort Ord became the first military base to integrate black and white servicemen, Seaside provided housing, recreation and services for soldiers and civilian employees. Many who were attracted to the area for employment and other opportunities related to the military base chose to remain in the Seaside even after base closure in 1991. Residential neighborhoods and commercial districts were quickly constructed to serve the needs of the Fort's population, which at times exceeded 10,000 persons. Now, due to the age, original construction quality and design of these districts require revitalization.

B. Specific Plan Area

The Specific Plan Area is located in the southwest portion of the city, immediately south of the Seaside Auto Mall. Roberts Lake and Laguna Grande are to the southwest, while the Monterey Bay Coastal Recreation Trail and Highway 1 separate the Plan Area from the Bay. Figure 2 shows the local setting and boundaries of the Specific Plan Area, which encompasses approximately 40 acres. The Plan Area includes West Broadway Avenue between Del Monte Boulevard and Fremont Boulevard, and portions of Del Monte Boulevard, Palm Avenue and Canyon Del Rey Boulevard. The Plan Area is approximately bounded by Olympia Avenue, Elm Avenue, Imperial Street, Canyon Del Rey Boulevard and Harcourt Avenue. This part of the city includes commercial, light industrial and residential uses, as well as a former rail right-of-way (ROW) that is to become the future location of a multi-modal transit hub.

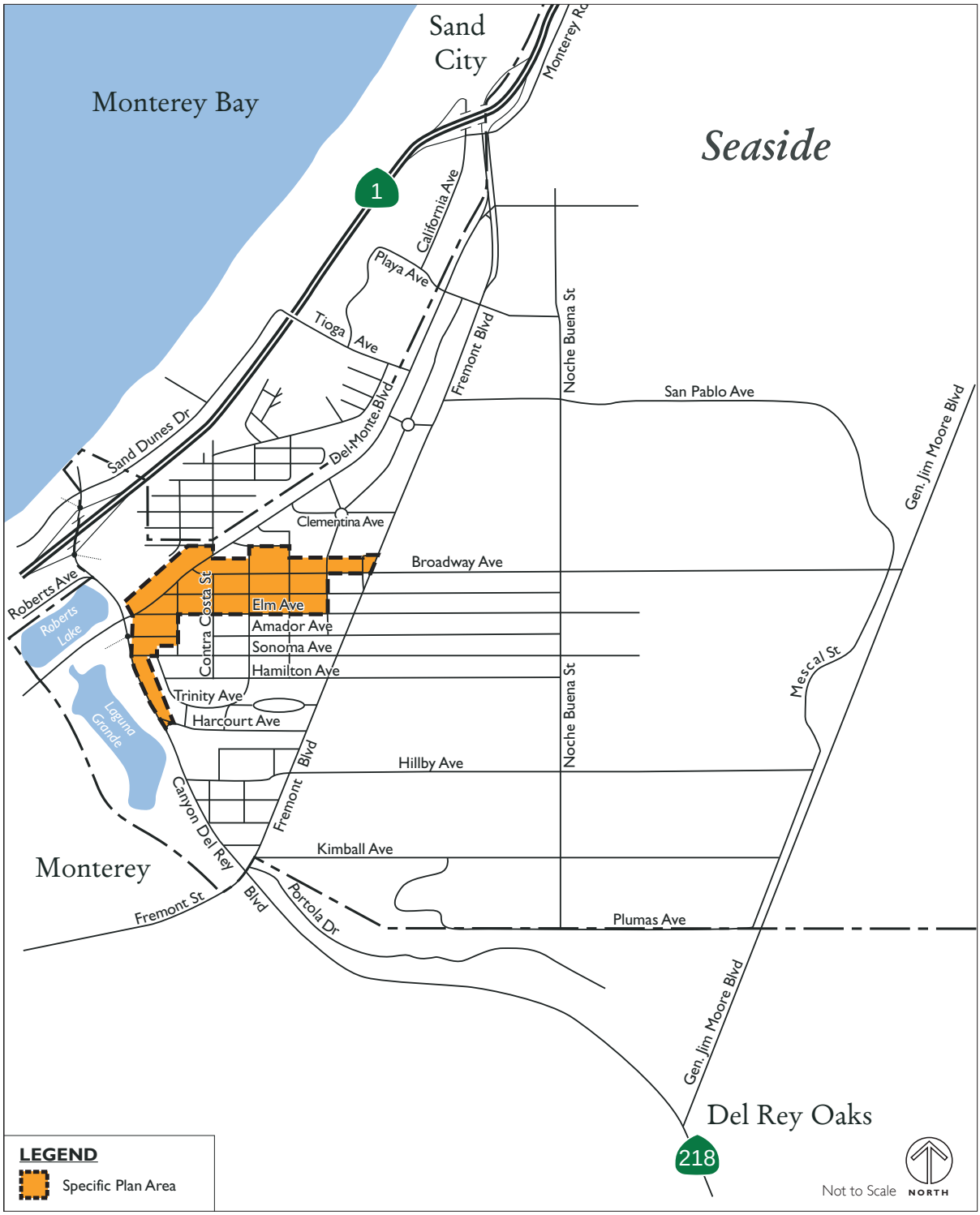


Figure 1-2. Plan Area Location *(for illustrative purposes only)*

C. Purpose and Intent

The purpose of this Specific Plan is to create a pedestrian-friendly Urban Village that offers a mix of market-rate and affordable for-sale and rental residences with ground-floor retail and commercial uses. The West Broadway Urban Village will become the new downtown, strengthening the Seaside community by developing a strong urban core. Objectives for the Specific Plan include creating strong linkages between activity centers within the City of Seaside and throughout the Monterey Peninsula; defining a unified, well-designed urban core that is a destination for residents, visitors, businesses and shoppers; and providing diverse housing opportunities for all income levels. The intent of this Specific Plan is to foster development of the Urban Village by building upon the City's distinct character to create a vibrant revitalized downtown that will provide economic growth and stability, which in turn will strengthen the community's identity as the "Gateway to the Monterey Peninsula."

The Specific Plan envisions an Urban Village that incorporates principles of long-term environmental sustainability and resource conservation, reduces potential environmental impacts of development and supports preservation of the natural environment. An overarching goal of the Specific Plan is to ensure that development within the West Broadway Urban Village adheres to environmentally-sustainable design and land use principles with the goal of enhancing and protecting the immediate and long-term well-being of the City, its citizens, and the area's natural resources.

Specific Plan policies address water conservation, energy conservation and alternative energy generation, waste reduction and recycling efforts, affordable housing and green building methods, sustainable foods and agriculture practices, and climate protection. These strategies are incorporated throughout the Specific Plan to create a "Green" Urban Village.

D. Planning Process

The City of Seaside oversaw the development of this Specific Plan. A detailed planning process was developed, including an extensive community participation process and the creation of an Advisory Committee to inform creation of the Plan.

1. Initial Steps

Work towards preparation of the West Broadway Avenue Specific Plan began in the summer of 2007 with the creation of an Advisory Committee to oversee and guide development of the Specific Plan process. A community-wide planning process was then initiated to ensure incorporation of a broad cross-section of viewpoints during the development of the Specific Plan. As described below, this public participation process included five community workshops and ten meetings with the Advisory Committee.

2. Advisory Committee

The Advisory Committee was an important component of the planning process. Members of the Advisory Committee provided guidance and invaluable feedback throughout the planning process. This committee included residents, business owners, community leaders and representatives of local agencies, all of whom volunteered and were approved by the City Council. People representing the following groups and agencies were selected as members of the Advisory Committee:

- Area homeowner and/or renter
- Area commercial property owner
- Area merchant
- Seaside Planning Commission
- Seaside Board of Architectural Review
- Monterey-Salinas Transit (MST)
- Transportation Agency of Monterey County (TAMC)
- Seaside/Sand City Chamber of Commerce
- California State University, Monterey Bay
- Latino Merchants Association

3. Stakeholder Focus Groups and Interviews

The DC&E consultant team met with various stakeholders to assess perceptions of the West Broadway Avenue area and the potential to create a West Broadway Urban Village as the downtown of Seaside. The stakeholder groups interviewed included: the Green Team; the Latino Merchants; League of United Latin American Citizens (LULAC); the Citizens' League for Progress; the Seaside Culture Art Group; the Seaside Parks and Recreation Department; Parks and Recreation, Art and History Commissioners; and City Redevelopment staff. Appendix A lists the stakeholders interviewed.

4. Community Workshops

To ensure effective outreach, five community workshops were held at key points in the planning process to facilitate public input in the development of the Specific Plan. The workshops sought to actively engage the community throughout the Specific Plan process. During the entire project, workshop notes and products were made available on a project-specific website and were made available by City staff.

The first community workshop, which was held in September 2007, focused on the development of broad community goals and a vision for the Specific Plan Area. Following, a second workshop was held in November 2007, to gather input from the public regarding preferences for the type, scale and character of development. This information was then used by the consultant team to generate three alternatives for future development in the Specific Plan Area. Each of the three alternatives had a similar level of growth for over the next 15 to 20 years but a different distribution of intensity and type of development.

The three alternatives and their similarities, differences and unique characteristics were presented in the third community workshop in December 2007. Working in small groups, workshop participants discussed the potential benefits and drawbacks of each alternative. The consultant team conducted a technical traffic analysis and a review of market conditions in the Plan Area, which informed creation of a preferred alternative that included many desirable features drawn from the workshop discussions. The preferred alternative was then presented and discussed with the community at the fourth community workshop in March 2008. The preferred alternative formed the basis for the creation of the Working Draft Specific Plan, which was presented to the City Council, Planning Commission and Board of Architecture Review at a joint study session in July 2008, prior to completion of the Draft Specific Plan. The Draft Specific Plan was presented to the public at a fifth community workshop in October 2008.

5. Specific Plan Preparation

Based on community and Advisory Committee input, the consultant team developed the West Broadway Urban Village Specific Plan, which includes detailed guidance for development of the Plan Area, following the illustrative concepts provided in the preferred alternative.

6. Environmental Review

Due to the fact that land use changes and hence General Plan designations and zoning changes would be required for this Plan, an Environmental Impact Report (EIR) was prepared. The environmental review materials required for adoption of the Specific Plan are contained in a separate document, the West Broadway Avenue Urban Village Specific Plan Draft EIR. The Draft EIR examines the environmental impacts of the development proposed in the Specific Plan and includes recommended mitigation measures as necessary. The Draft EIR was published on July 7, 2009. A mandatory 45-day review period followed the publication of the Draft EIR. Public hearings were held before the Planning Commission on August 12, 2009 and October 14, 2009 to receive comments from members of the public, and interested agencies commented on the Draft EIR and Specific Plan. The public review period closed August 21, 2009. Comments and responses on the Draft EIR were released in October 2009. On October 14, 2009, the Planning Commission unanimously recommended that City Council consider adoption of the Specific Plan and certification of the EIR.

E. Statutory Requirements of a Specific Plan

Under California law, Cities and Counties may complete Specific Plans to develop policies, programs, regulations and guidelines to implement the jurisdiction's adopted General Plan. A Specific Plan effectively establishes a link between implementing policies of the General Plan and the individual development proposals in a defined area.

1. Required Contents

This Specific Plan has been prepared in accordance with the requirements of California Government Code Section 65451. As prescribed by law, the Plan includes text and diagrams that generally describe the following:

- The distribution, location and extent of all land uses, including open space.
- The proposed distribution, location and extent and intensity of major components of public infrastructure, such as transportation and drainage systems.
- The standards and criteria by which development will proceed.
- A program of implementation measures, such as financing measures, policies, regulations and public works projects.
- A statement of the relationship of the Specific Plan to the General Plan.

2. Findings of Consistency with the General Plan

California law requires a Specific Plan to be consistent with a City's General Plan and that findings regarding consistency be included in the Specific Plan itself. Although the following amendments to the City's General Plan and Zoning Ordinance will be necessary to allow its implementation, the recommendations and objectives of the West Broadway Avenue Specific Plan are consistent with the overarching goals of the Seaside General Plan.

a. General Plan

The General Plan will be amended as follows:

- Adopt the West Broadway Urban Village Specific Plan
- Adjust the boundary of the West Broadway Study Area

b. Zoning Ordinance

The Zoning Ordinance will be amended as follows:

- Allow development standards in the West Broadway Urban Village Specific Plan to replace the current zoning and other relevant Municipal Code sections, except for items not covered in the Specific Plan, in which case the applicable requirements of the Zoning Ordinance still apply. If there is a discrepancy, the Specific Plan takes precedence.

F. Plan Contents

The Specific Plan includes the following chapters:

- **Chapter One** is this introduction to the Specific Plan document, which includes a description of the planning process and statutory requirements of a Specific Plan.
- **Chapter Two** provides the vision statement and list of goals developed by the community and Advisory Committee.
- **Chapter Three** describes the community's concept for the Specific Plan, and includes visual simulations, architectural renderings, plan views and section views to illustrate the concept.
- **Chapter Four** lists policies for development in the Specific Plan Area related to urban design, land use, economic development, housing, circulation and parking, community services and environmental sustainability.
- **Chapter Five** lays out the land use framework for the Urban Village.
- **Chapter Six** contains a summary of the proposed circulation pattern and describes pedestrian, bicycle and transit improvements in the Specific Plan Area.
- **Chapter Seven** consists of development standards and design guidelines for residential and mixed-use development related to site planning, streetscapes, parking, open space, building and landscape design, signage, lighting and resource conservation.
- **Chapter Eight** describes the potential impacts of development on water, wastewater and stormwater utilities and identifies needed improvements.
- **Chapter Nine** summarizes the market positioning of the Urban Village and includes implementation steps and potential funding sources for future development in the Specific Plan Area.
- **Chapter Ten** provides information and recommendations on implementing promotional and marketing strategies for redevelopment of the Specific Plan Area, as well as possible management and organizational approaches for the Urban Village.

VISION AND GOALS 2

The following vision statement and goals for the West Broadway Urban Village are the result of a comprehensive and open community process. Members of the West Broadway Urban Village Advisory Committee, who were a mix of Seaside residents, business and property owners and tenants, and agency/organization representatives with a clear interest in creating a vibrant and community-oriented downtown for Seaside, developed the vision statement and goals with much input from the greater Seaside community. Community-wide workshops, including one held in conjunction with a public children's health fair that drew many Seaside residents, were held in 2007 and 2008 to receive public input on the future West Broadway Urban Village downtown. Based on the results of these interactive public workshops, the Advisory Committee crafted the following vision statement and its accompanying goals for the Urban Village. This vision and these goals inform all guidelines, policies and development standards described and stated in this Specific Plan.

A. Vision Statement

The West Broadway Urban Village Specific Plan Area will reflect the local, multicultural community through the creation of a well-designed, family-focused and inviting pedestrian-oriented destination served by multi-modal transit, and providing healthy, varied community- and visitor-serving uses for the families and residents of the City of Seaside and the Monterey Peninsula.

B. Goals

To realize the vision for the West Broadway Urban Village, the City of Seaside will work to implement the following goals:

- Create a distinct identity for West Broadway Avenue, drawing from the multicultural heritage of the Seaside community.
- Establish the West Broadway Urban Village as an attractive local and regional destination that capitalizes on existing local businesses.

- Encourage a hub of economic and civic activity in the West Broadway Urban Village, including a public gathering place, residences over retail and office uses, and live-work units.
- Create a balance of community- and visitor-serving mix of uses in the West Broadway Urban Village.
- Develop an inviting pedestrian-friendly streetscape in the West Broadway Urban Village, including new street trees and wide sidewalks for outdoor dining and other activities.
- Support a range of housing types and affordability in the West Broadway Urban Village to meet the changing needs of families and residents over their lifecycle.
- Support and encourage the development of vacant and underutilized lots with uses that are efficient and compatible with the character of the West Broadway Urban Village.
- Integrate multi-modal transit and a transit center into the West Broadway Urban Village.
- Promote ecological consciousness with incentives for environmentally-sustainable types of development.

SPECIFIC PLAN CONCEPT 3

The Specific Plan concept detailed in this chapter illustrates the Seaside community's vision for the West Broadway Urban Village, and outlines how the Plan's goals direct future development and public improvements in the Specific Plan Area to create a vibrant downtown urban center. This chapter provides guidelines to shape the overall concept of the West Broadway Urban Village.

This chapter provides a description, including visual simulations and architectural sketches, of the concept for the West Broadway Urban Village. The description includes major mixed-use corridors; site-specific development concepts; major catalyst projects to spur development in the Urban Village; and the gradual development process envisioned over three phases. Chapter 4 presents specific policies that guide implementation of the Specific Plan illustrative concept, and Chapter 7 includes the development standards and design guidelines that govern the type of development that takes place.

A. Concept for the West Broadway Urban Village

The Specific Plan concept realizes the vision and goals for the West Broadway Urban Village as stated in Chapter 2, and includes the following primary concept components, catalyst projects and gateway sites, which are identified within the Plan Area in Figure 3-1.

An urban village is a planning and design concept typically characterized by a mix of uses with an emphasis on pedestrian orientation, public space and access to public transit. The concept for the West Broadway Avenue area is that of an urban village because of the proposed mix of retail, residential and office uses, the focus on a safe and inviting pedestrian environment, and proximity to the future multi-modal transit station. Components of the concept include the following:

- Primary Concept Components
  - A1: A West Broadway Avenue corridor of attractive, neighborhood- and visitor-serving retail with upper floor housing.

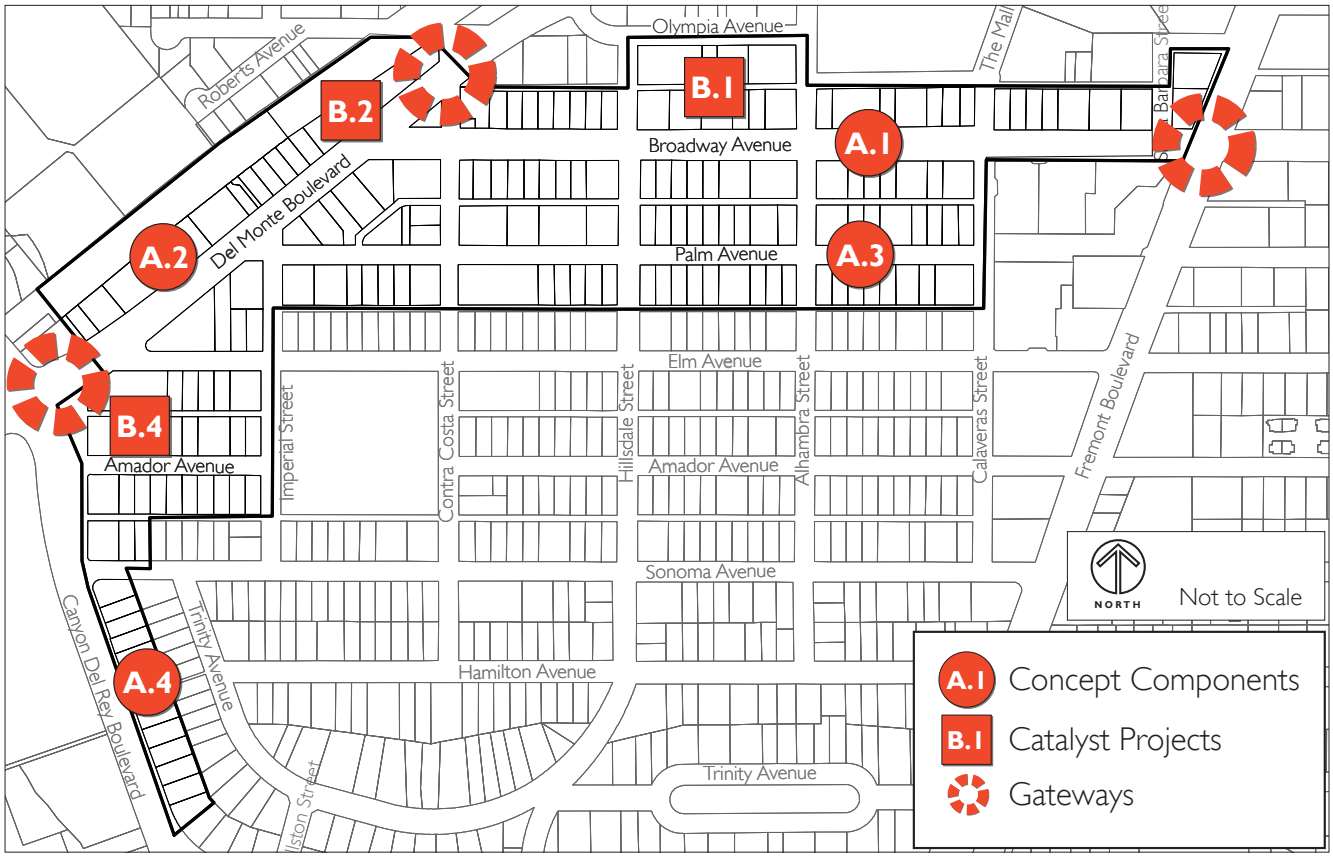


Figure 3-1. Concept Components *(for illustrative purposes only)*

- A2: An active mixed-use commercial corridor along Del Monte Boulevard which fosters connectivity to the future multi-modal transit station.
- A3: Housing opportunities on Palm Avenue, including townhomes and multi-family condominiums and apartments.
- A4: A public park and bicycle lanes along Canyon Del Rey Boulevard.

♦ Catalyst Projects
- B1: Library/Parking Structure Mixed-Use
- B2: Multi-modal Transit Station
- B3: Multi-family Residences
- B4: Gateway Hotel

- Gateways
  - West Broadway Avenue and Del Monte Boulevard
  - Del Monte Boulevard and Canyon Del Rey Boulevard
  - West Broadway Avenue and Fremont Boulevard

Visual simulations of development that reflect the West Broadway Urban Village concept are included and described in this chapter. Key maps that identify the location and view direction of each visual simulation are provided on each appropriate page. The images show what development could look like; they do not reflect any specific proposal or project.

1. West Broadway Avenue Mixed-Use Corridor

West Broadway Avenue will be Seaside's "main street" and the heart of the Urban Village. The Urban Village will be a mixed-use downtown center that is oriented towards the pedestrian and contains vibrant retail activity and attractive, public gathering spaces. To develop a pedestrian-friendly environment within the West Broadway Urban Village, West Broadway Avenue is proposed to be narrowed to a two-lane street, including one travel lane in each direction plus center left-turn pockets to slow down traffic along this corridor and provide an increased level of safety to pedestrians.

As part of the Specific Plan, the west end of West Broadway Avenue would be realigned to meet Del Monte Boulevard opposite Contra Costa Street. The proposed reconfigured intersection and planned transit platform are shown in plan view in Figure 3-2 and described in more detail below and in Chapter 6. Public plazas are encouraged to be centered around this intersection.

Development along West Broadway Avenue would create a corridor that includes retail and commercial uses on the ground floor, and apartments, condominiums and loft housing on the upper floors, in buildings three to five stories in height. A mixed-use corridor of this type would provide opportunities to live within walking distance of shops, restaurants, services and the proposed transit station, which is to be located at the west end of West Broadway Avenue at Del Monte Boulevard. Ground floor spaces along West Broadway Avenue would hold businesses that cater to local residents of the Urban Village and Seaside as well as visitors to the city and the Auto Center.

Figure 3-2. Realigned Intersection of West Broadway Avenue and Del Monte Boulevard *(for illustrative purposes only)*

The sidewalk along West Broadway Avenue are proposed to be intermittently widened to create opportunities for businesses to spill out onto the sidewalk and to provide additional space for pedestrian amenities such as benches. Other portions of the sidewalk would remain unchanged, providing space on the street for additional parking for shoppers patronizing businesses along West Broadway Avenue. Attractive planters, pedestrian-level lighting, landscaping and public art would be installed to beautify the streetscape and further develop a pedestrian-friendly environment along West Broadway Avenue. Medians will define left turn pockets and provide a respite for pedestrians crossing West Broadway Avenue at selected intersections. Further detail of the lane configuration and streetscape of West Broadway Avenue and other streets are provided in Chapter 6.

The following images (Figures 3-3 through 3-10) provide examples of what the area looks like now and what it could look like in the future.

Figure 3-3a

EXISTING CONDITIONS

Figure 3-3b

NEAR-TERM

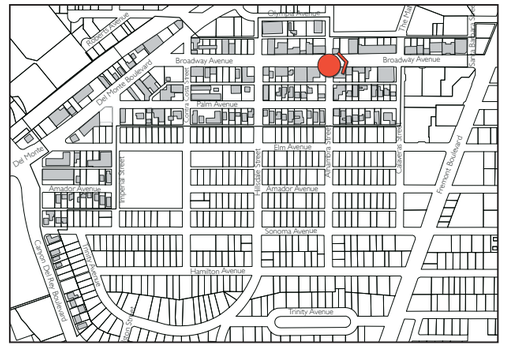
Figure 3-3c

FULL BUILDOUT

I.a. VIEW EAST AT CALAVERAS STREET

Figures 3-3a, 3-3b and 3-3c illustrate the existing conditions and phased development on West Broadway Avenue at Calaveras Street when facing east.

- The existing conditions along West Broadway Avenue, as shown in Figure 3-3a, include one-story buildings, a wide street and faded crosswalks. Only a few streets trees provide shading for pedestrians.
- Figure 3-3b depicts pedestrian improvements such as street trees, clearly marked crosswalks, bicycle racks, pedestrian-level lighting and new banners. Sidewalks are widened and bulb-outs constructed at intersections to decrease pedestrian crossing distance.
- At buildout, as shown in Figure 3-3c, buildings developed along West Broadway have active, ground floor retail and restaurants that utilize outdoor sidewalk space. A four-story building illustrates how residential uses can be accommodated above the ground floor uses.



View East at Calaveras Street.

Figure 3-4a

EXISTING CONDITIONS

Figure 3-4b

NEAR-TERM

Figure 3-4c

FULL BUILDOUT

I.b. VIEW WEST AT HILLSDALE STREET

Figures 3-4a, 3-4b and 3-4c illustrate existing conditions and phased development of West Broadway Avenue looking west from Hillsdale Street.

- The existing conditions of West Broadway Avenue, as seen in Figure 3-4a, include wide streets, an awkward bulb-out to define on-street parking, vacant lots on the south side of the street and an inactive "wall" of shrubbery on the north side.
- Figure 3-4b shows widened sidewalks, shade trees, brick pavement, newly-painted crosswalks, a clearly-defined parking lane and some mixed-use development along West Broadway Avenue. This phase also includes the creation of a pedestrian median to narrow the crossing distance of the street and slow down traffic along West Broadway Avenue.
- At buildout, Figure 3-4c shows development of additional mixed-use buildings on the north side of the street, one of which demonstrates a third-floor stepback. Replacing the inactive street wall is an active public plaza with attractive planters and outdoor seating.

View West at Hilldale Street.

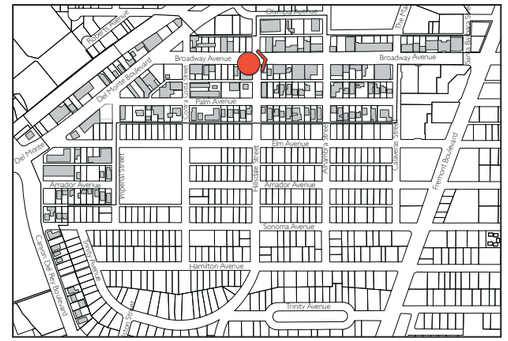


Figure 3-5a

EXISTING CONDITIONS

Figure 3-5b

NEAR-TERM

Figure 3-5c

FULL BUILDOUT

I.c. View East at Hillsdale Street

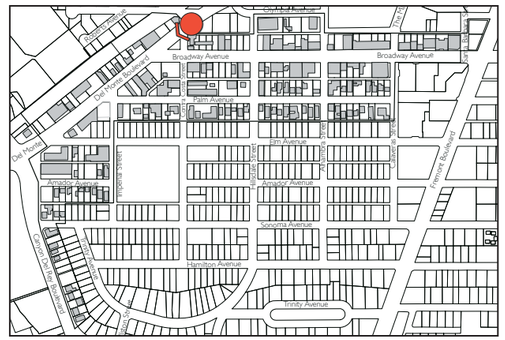
Figures 3-5a, 3-5b and 3-5c illustrate existing conditions and phased development of West Broadway Avenue looking east at Hillsdale Street. Figure 3-6 shows what this same view could look like at nighttime.

- ♦ Figure 3-5a emphasizes the existing width of West Broadway Avenue, with its few pedestrian amenities. A parking lot and the wall of shrubbery, also seen in Figure 3-4a, which act as a barrier to any development behind it, are seen.
- ♦ The first phase of development, shown in Figure 3-5b, includes the addition of pedestrian improvements such as crosswalks, planters, street trees and a pedestrian promenade. At the northeast corner of the intersection is the catalyst project of the public library/parking structure, with an upper-floor open terrace overlooking West Broadway Avenue.
- ♦ Figure 3-5c depicts mixed-use buildings fully lining both sides of West Broadway Avenue, with new sidewalks in place.
- ♦ Figure 3-6 illustrates the area at night, with lights showing the pedestrian activity. Residential uses above the ground floor create a sense of safety with "eyes on the street."

View East at Calaveras Street.

NIGHT VIEW

Figure 3-6



I.d. VIEW SOUTHWEST AT DEL MONTE BOULEVARD

Figure 3-7a

EXISTING CONDITIONS

Figure 3-7b

NEAR-TERM

Figure 3-7c

FULL BUILDOUT

Figures 3-7a, 3-7b and 3-7c illustrate the realigned intersection of West Broadway Avenue at Del Monte Boulevard, where West Broadway Avenue is realigned to meet Del Monte Boulevard across from Contra Costa Street. This intersection is a significant gateway into the West Broadway Urban Village.

View Southwest at Del Monte Boulevard.

- ♦ Figure 3-7a shows the existing conditions of the intersection. Del Monte Boulevard, like West Broadway Avenue, is a wide street with few pedestrian amenities. Several parking lots front onto Del Monte Boulevard.
- ♦ The first phase of development, shown in Figure 3-7b, depicts clearly marked crosswalks, pedestrian-oriented lighting, landscaped medians and signage identifying the Urban Village. A significant mixed-use building is located on the southwest corner of the intersection, adjacent to the proposed multi-modal transit station. A public plaza with pedestrian amenities is located on the southeast corner of the intersection. Office uses are located on upper floors along Del Monte Boulevard.
- ♦ Figure 3-7c shows additional development, with a signature building at the northwest corner of the intersection, that exhibits a gateway tower. Mixed-use buildings, with residential on the upper floors, frames a large plaza at the southwest corner of the intersection.

Figure 3-8 illustrates what the intersection could look like at night. Accent and decorative lighting create a visually appealing place. Light at the transit station entrance and bus bays further encourages creation of an activity hub at this gateway location.

NIGHT VIEW

Figure 3-8

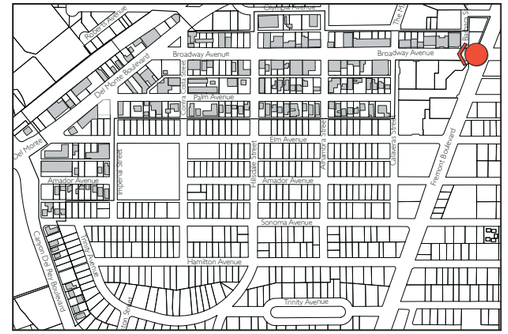


Figure 3-9a

EXISTING CONDITIONS

1e. View West at Fremont Boulevard

Figures 3-9a, 3-9b and 3-9c illustrate existing conditions and phased development of the gateway entrance to the Urban Village on West Broadway Avenue at Fremont Boulevard, facing west.

- Existing conditions, as shown in Figure 3-9a, include the new City Center development on the south side of West Broadway and one-story buildings on the opposite side of the wide street.
- In the first phase of development, shown in Figure 3-9b, sidewalks are widened and bulb-outs installed. A median narrows the street, and shade trees are planted along the sidewalk.
- At buildout in Figure 3-9c, mixed-use buildings are developed along the north side of West Broadway Avenue. Other streetscape improvements, including bicycle facilities, are provided in the area. A fourth-story stepback is seen along West Broadway Avenue.

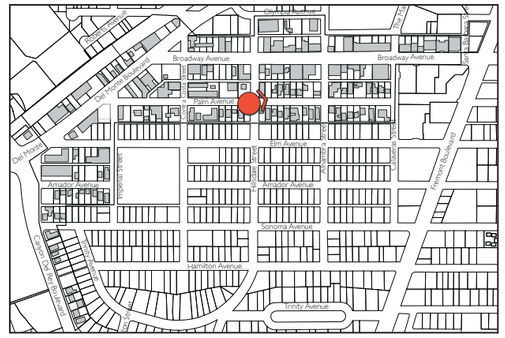
View West at Fremont Boulevard.

Figure 3-9b

NEAR-TERM

FULL BUILDOUT

Figure 3-9c



I.f. PALM AVENUE EAST AT HILLSDALE STREET

A diverse mix of housing types will be developed along Palm Avenue, increasing the residential density in order to accommodate a variety of households and to support increased business and activity on West Broadway Avenue. Palm Avenue will maintain a continuous sidewalk network that facilitates pedestrian connections between the residential neighborhood and the rest of the Urban Village. Single-family homes, townhouses and live-work projects that include workshops and small offices, as well as other residential-serving and compatible uses, will line Palm Avenue. To maintain compatibility with surrounding densities in the area, development on the south side of Palm Avenue will be less dense, allowing for single-family detached homes.

View East at Hillsdale Street.

Figures 3-10a through 3-10d illustrate existing conditions and provide an example of phased development of Palm Avenue at Hillsdale Street, facing east.

- Figure 3-10a presents the existing conditions along Palm Avenue, which has an undefined intersection, little landscaping and shading, and discontinuous sidewalks.
- The first phase of development along Palm Avenue, as shown in Figure 3-10b, transforms the street into a pedestrian-friendly, bicycle boulevard with signage and/or shared-lane pavement markings. Sidewalks, curbs and gutters are installed and crosswalks painted at the intersection to increase pedestrian safety.
- Figure 3-10c depicts the development of multi-family residences and live-work units on the northeast corner of the intersection as well as mixed-use buildings, including potential live-work units on Hillsdale Street.
- Figure 3-10d illustrates buildout along Palm Avenue, with additional townhouses and other attached residential housing types with stoops and front doors that enliven the street.

Figure 3-10a

EXISTING CONDITIONS

Figure 3-10b

NEAR-TERM

Figure 3-10c

MID-TERM

Figure 3-10d

FULL BUILDOUT

1.g. Large-Block Connectivity

There will be opportunities to develop multi-parcel projects that encompass blocks between the south side of West Broadway Avenue and the north side of Palm Avenue. These types of projects should be designed to include and complement adjacent public and semi-public open spaces, including alleyways, to make stronger pedestrian connections between West Broadway Avenue and Palm Avenue.

The connection between the recently-improved Seaside Auto Center and West Broadway Avenue at Calaveras Street should also be strengthened and beautified, attracting potential car buyers to also shop and dine at businesses in the Urban Village.

2. Del Monte Boulevard

Del Monte Boulevard will be a commercial corridor connecting the future multi-modal transit station and the existing and planned hotels on Canyon Del Rey Boulevard. Mixed-use buildings will be two to five stories in height, with ground floor retail and upper floor offices. Ground floor retail will cater to visitors and residents of the Urban Village and those using the transit station. Figures 3-7a, 3-7b and 3-7c, as previously described, depicts existing conditions on Del Monte Boulevard and provide a view of how the street could appear as seen from the newly realigned intersection at West Broadway Avenue.

3. Canyon Del Rey Boulevard

South of Sonoma Avenue within the Specific Plan Area, a linear, neighborhood park will be developed along Canyon Del Rey Boulevard, as shown in Figure 3-1. A pedestrian path will wind through the park, facilitating the connection between Seaside City Hall, south of the Specific Plan Area on Harcourt Avenue, and the West Broadway Urban Village. The park will cater to both residents and visitors to Seaside and will exhibit environmentally-sustainable features, including a stormwater retention system and native landscaping. This new open space may also provide the City with an opportunity to develop additional amenities such as a community garden, water-wise demonstration garden and/or an interpretive history path.

Bicycle lanes will be added to Canyon Del Rey Boulevard to facilitate bicycle access to and within the West Broadway Urban Village as well as connect to the Monterey Bay Coastal Recreation Trail.

4. Public Space

Public spaces, including paseos, plazas and alleyways, are important elements in developing a pedestrian-friendly environment in the West Broadway Urban Village. Plazas and paseos can provide gathering places and strengthen pedestrian connections between developments, while well-kept alleyways contribute to the accessibility of living in the Urban Village.

a. Pedestrian Paseos

There are multiple opportunities for creating connections via pedestrian-only pathways. Paseos will be encouraged between parking lots located behind buildings to connect pedestrians to the primary street. Businesses could even open onto these paseos to create active, interior pedestrian circulation that is removed from the street. These paseos would further facilitate pedestrian connections within the Urban Village, particularly Palm Avenue residents with the retail businesses along West Broadway Avenue.

An opportunity the City may consider would be the creation of a pedestrian promenade on the wide median in front of the library/parking project. Such a promenade could provide a unique gathering spot and allow pedestrians a short pedestrian-oriented boulevard where events could be held, creating a center of activity within the Urban Village.

b. Plazas

Plazas developed within the Urban Village would contain pedestrian amenities such as benches and shade trees. Water fountain features, using recycled and recirculating water, could be located in a plaza in front of the library/parking mixed-use project. This plaza could connect directly to the pedestrian promenade located in the West Broadway Avenue median.

Public plazas are also encouraged to be located at the newly realigned intersection of Del Monte Boulevard and West Broadway Avenue, providing space for pedestrians to gather, wait for the bus or light rail, rest on a bench and enjoy the surrounding activity. A plaza at the southwest corner of the new intersection could connect directly to the future transit station. A plaza at the southeast corner might provide a meeting place, with cafes and dining amenities, and a central location for small concerts and other outdoor activities. The creation of plazas throughout the Urban Village has the

potential to strengthen pedestrian connections between uses and developments that will serve to activate all areas of the Urban Village.

c. Alleyways

A system of alleyways exists within the West Broadway Urban Village. Alleys that run parallel to West Broadway Avenue and Palm Avenue will be improved and used to further facilitate access for businesses and residences along West Broadway Avenue, as well as access to tuck-under parking associated with townhouse development on Palm Avenue. Alleyways will be integrated into new development or removed to accommodate modern development projects within the Urban Village.

5. Gateways

Featuring gateways, or entry points, into the Specific Plan Area will further enhance the identity of the Urban Village. Successful gateways establish positive first impressions, facilitate access and create distinct entrance points into city neighborhoods. Each gateway should be easily identifiable, presenting significant architectural elements and features, appropriate landscaping, and attractive signage and public art highlighting the community of Seaside. Gateways can include a unique building that is oriented toward the street or intersection.

The West Broadway Urban Village has three main gateways that serve as entry points into the Urban Village, as identified in Figure 3-1. The gateway at West Broadway Avenue and Del Monte Boulevard will be oriented toward the nearby transit station. Significant architectural elements such as an archway at the transit station and pedestrian plaza across the street could further highlight the gateway location.

The City Center development provides an outdoor plaza at the intersection of West Broadway Avenue and Fremont Boulevard that serves as a gateway. A hotel project at the intersection of Del Monte and Canyon Del Rey boulevards, as described below, will also feature an architectural and/or landscaped gateway element.

B. Catalyst Projects

To support and spur development of the concept for the Urban Village, four potential catalyst projects are identified and described below. Figure 3-1 identifies the general location of these catalyst projects:

- Mixed-use site located along West Broadway Avenue
- Mixed-use site located along Del Monte Boulevard
- Multi-family residential project located along Palm Avenue
- Gateway hotel located at Del Monte and Canyon del Rey boulevards

Conceptual plans and potential architectural design concepts that would be appropriate to these sites were developed to provide a visual example of what type of development could occur in the Urban Village under the Specific Plan. The following descriptions and figures do not identify any specific project or approved design; however, they may provide guidance for decision-makers on the key concepts for similar projects.

1. Public Library/Parking Structure Mixed-Use Project

The central hub of activity will be a development that includes a public library and a parking structure centrally located along West Broadway Avenue. The library/parking structure mixed-use project (referred to hereafter as the "library/parking project") will be a catalyst for development in the Urban Village.

Located on the block between Hillsdale and Alhambra streets and Broadway and Olympia avenues, this project will include a public library, public parking structure, and a combination of retail, office, residential and/or community space. The parking garage could include up to 500 parking spaces, including dedicated spaces for residential units.[1] Access to the parking structure through a single entrance is adequate for up to 500 parking spaces; however, two entrances may be preferred, from Hillsdale and/or Alhambra streets, depending on the design of the project.

The library/parking project will front onto West Broadway Avenue and will be designed to accommodate a public plaza. Conceptual designs feature a café, ground floor retail space and a range of housing types, such as senior housing

[1] The most efficient shape would be a 240-foot by 130-foot rectangle.

units, townhouses and lofts. The project will also include appropriate open space such as a pedestrian paseo, courtyards, balconies and/or upper-level open terraces. Table 3-1 provides an estimate of the amount of space dedicated to specific uses in the development of the conceptual plans for a library/parking project.

Two conceptual designs, Scenario 1 and Scenario 2, were developed for the library/parking project as examples of what size and configuration of uses could work on the site.

- **Scenario 1** consists of two components, located side by side facing West Broadway Avenue. A pedestrian paseo through the middle of the site connects West Broadway Avenue and Olympia Avenue behind. The western portion of the site contains a ground floor library and upper floor residential units, and parking for the residential units on the ground floor behind the library. Directly above the library would be a community space, such as a meeting room, and/or a café and an open terrace overlooking West Broadway Avenue. On the eastern portion of the site, the project would include ground floor retail and a five-story public parking garage located behind and above the retail space. Residential units would line the garage, facing Alhambra Street and the pedestrian paseo. Figures 3-11a through 3-11c are ground level and upper level plans and section views. Figure 3-12 is a perspective view of Scenario 1.

TABLE 3-1 **LIBRARY/PARKING PROJECT - CONCEPTUAL DEVELOPMENT PROGRAM**

USE	PROGRAM
Library	20,000 square feet
Retail	20,000 square feet
Senior Housing	80 units
Parking	Up to 500 spaces
Public Plaza	5,000 square feet

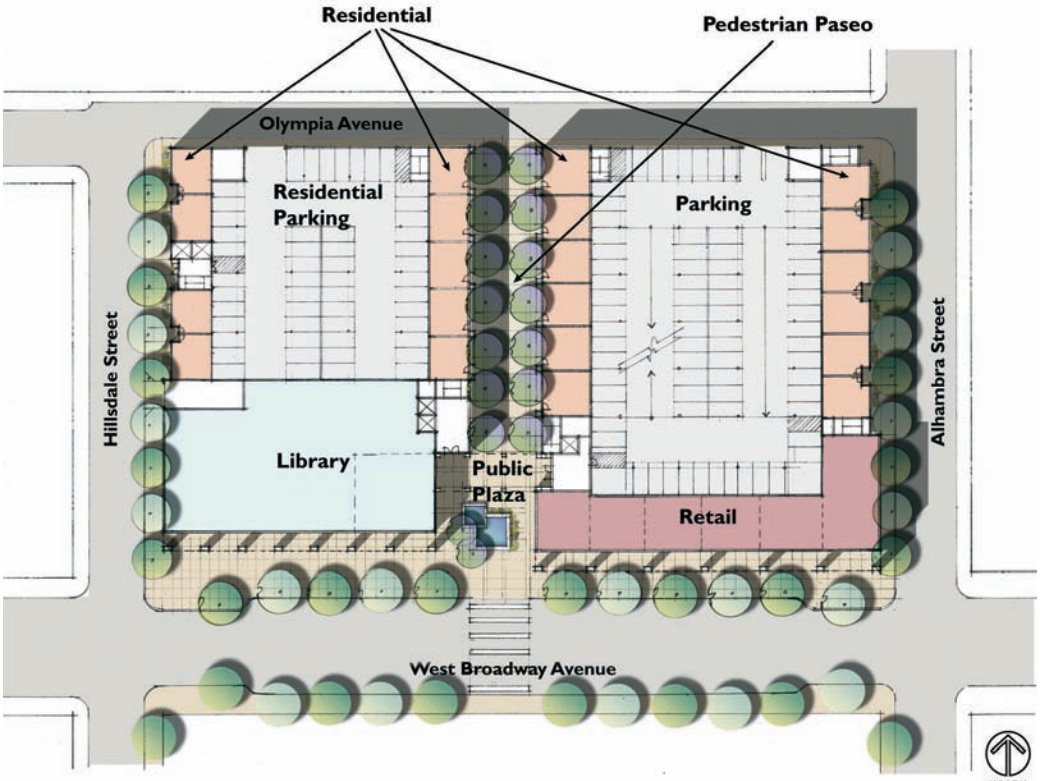


Figure 3-11a. Library / Parking Project Scenario 1, Ground Floor *(for illustrative purposes only)*

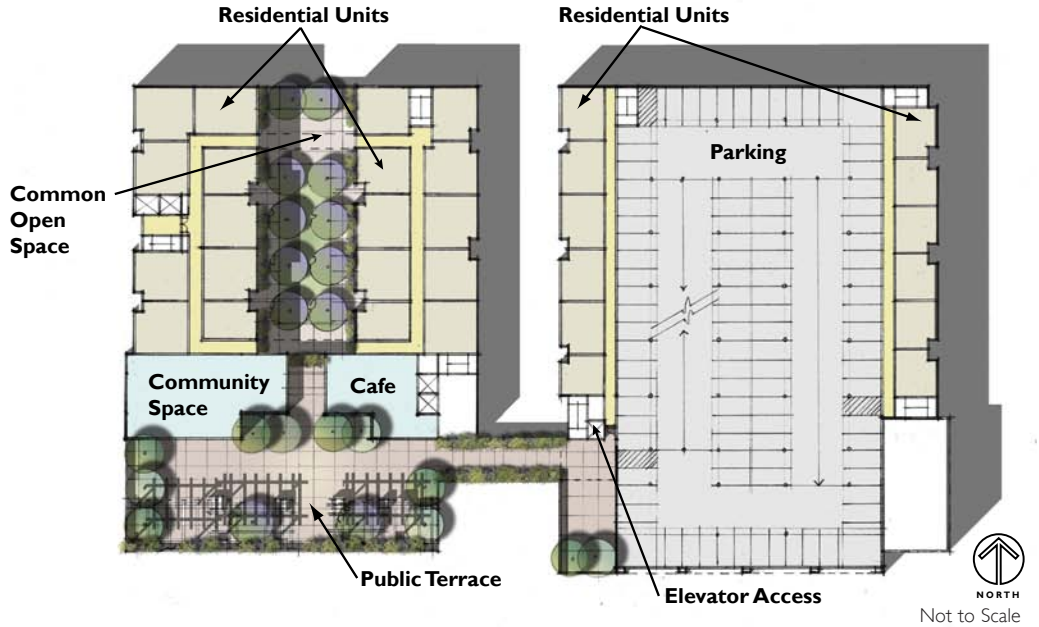


Figure 3-11b. Library / Parking Project Scenario 1, Second Floor *(for illustrative purposes only)*

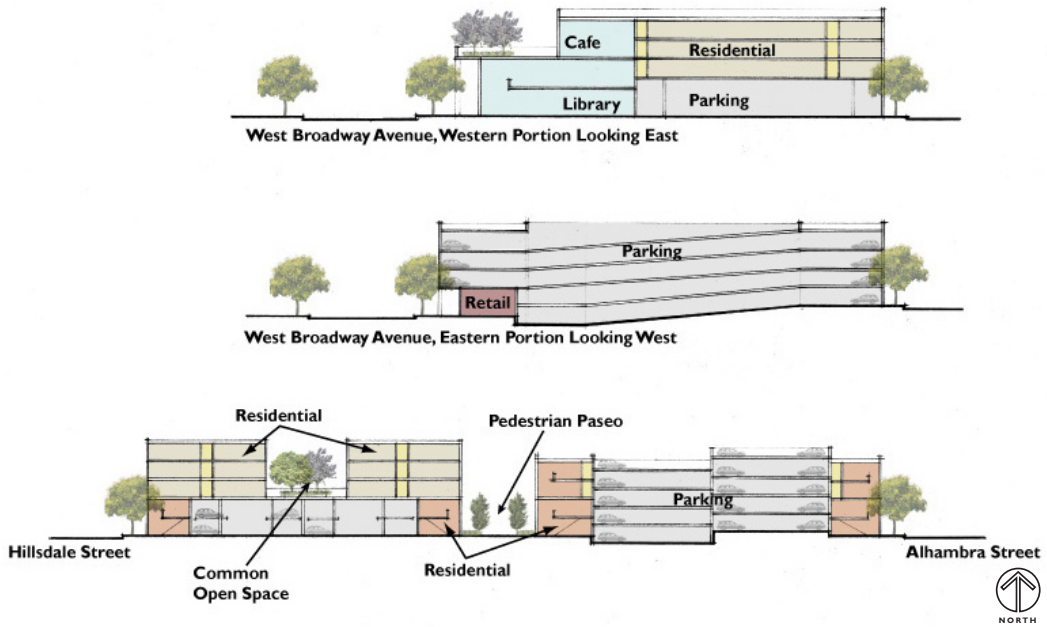


Figure 3-11c. Library / Parking Project Scenario 1, Section Views *(for illustrative purposes only)*

Not to Scale

Figure 3-12. Library / Parking Project Scenario 1, Perspective *(for illustrative purposes only)*

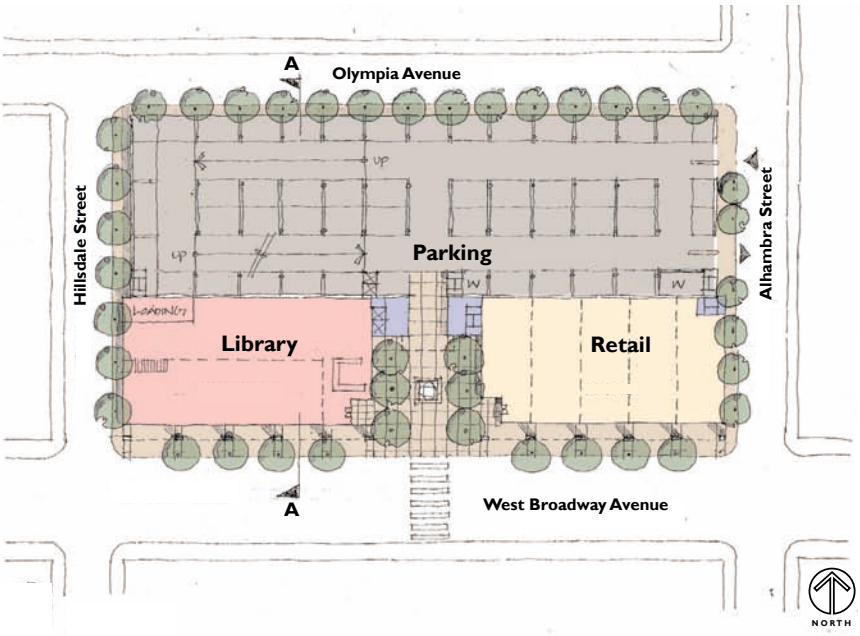
- **Scenario 2** consists of two components, one in front of the other. Facing West Broadway Avenue on the ground floor is the library and retail space, separated by a public courtyard. A four-story public parking garage would be located behind the library and retail space. The upper levels would include housing with common open space. Scenario 2 is illustrated in plan view and section view in Figures 3-13a, 3-13b and 3-13c. This configuration, which could be built and financed as two separate projects - the parking structure and the mixed-use components - may be easier to finance and build than Scenario 1.

2. Transit Station with Intersection Realignment

The intersection of West Broadway Avenue and Del Monte Boulevard is proposed to be shifted to create a four-way intersection, with West Broadway Avenue realigned to meet Contra Costa Street at Del Monte Boulevard. This can be seen in Figure 3-14. South of the realigned intersection, Contra Costa Street would be closed to vehicles, although pedestrians and bicyclists could continue to have access to West Broadway Avenue, as shown in Figure 3-2. Olympia Avenue, northwest of Del Monte Boulevard, would be closed to provide safe circulation on Contra Costa Street.

A multi-modal transit station may potentially be oriented toward this newly realigned intersection, built at the northwest corner of the intersection of Del Monte Boulevard and Contra Costa Street. The former rail right-of-way corridor, owned by the Transportation Authority of Monterey County (TAMC) and located just west of and parallel to Del Monte Boulevard, is planned by TAMC be transformed into a light rail transit (LRT) or bus rapid transit (BRT) corridor, serving the new transit station. The final location of the transit station has not been determined at the date of publishing of this Specific Plan and is subject to change based on the needs of TAMC and the City.

The transit station is envisioned to become a multi-modal hub for Monterey-Salinas Transit (MST) buses. Bus lines will convene at the transit hub with bus bays off Del Monte Boulevard. The transit station will serve residents and visitors to and from the Urban Village and Seaside. Safe and easy pedestrian access will be integral to the station's design. Chapter 6 describes in further detail the proposed LRT/BRT corridor and the MST bus lines that run throughout the area.



Not to Scale

Figure 3-13a. Library / Parking Project Scenario 2, Ground Floor *(for illustrative purposes only)*

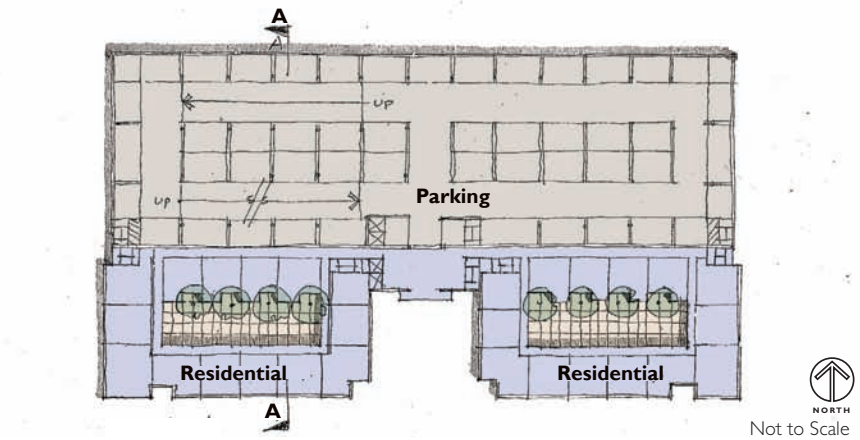


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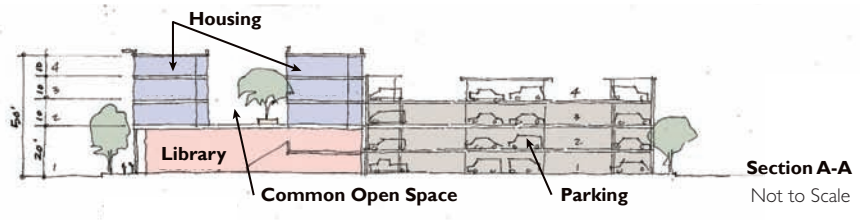
Figure 3-13b. Library / Parking Project Scenario 2, Upper Floors *(for illustrative purposes only)*



Not to Scale

Figure 3-13c. Library / Parking Project Scenario 2, Section *(for illustrative purposes only)*

Figure 3-14. West Broadway Avenue and Del Monte Boulevard Intersection Perspective *(for illustrative purposes only)*

3. Residential Project

Two conceptual designs have been developed to show two potential residential developments at Palm Avenue and Contra Costa Street. Figures 3-15 and 3-16 provide a plan and a section view of Concepts A, respectively. Figures 3-17 and 3-18 provide a plan and a section view of Concept B, respectively. Table 3-2 provides a summary of the project components.

- **Concept A** consists of ten two-and three-bedroom townhouses and five two-bedroom flats. This concept provides ten two-car garages tucked under the townhouse units at the rear of each flat, and six uncovered parking spaces. Two courtyard areas with access from the rear alleyway allow entrance into the parking garages. Common open space would be located at the center of the site.
- **Concept B** consists of eight two- and three-bedroom townhouses, eight one-bedroom flats and 16 parking spaces. The townhouses would face Palm Avenue, with two-car garages accessed off the rear alleyway. The one-bedroom flats sit above the garages. There would be private backyards between each townhouse and its garage, with a length of common open space located at the center of the site.

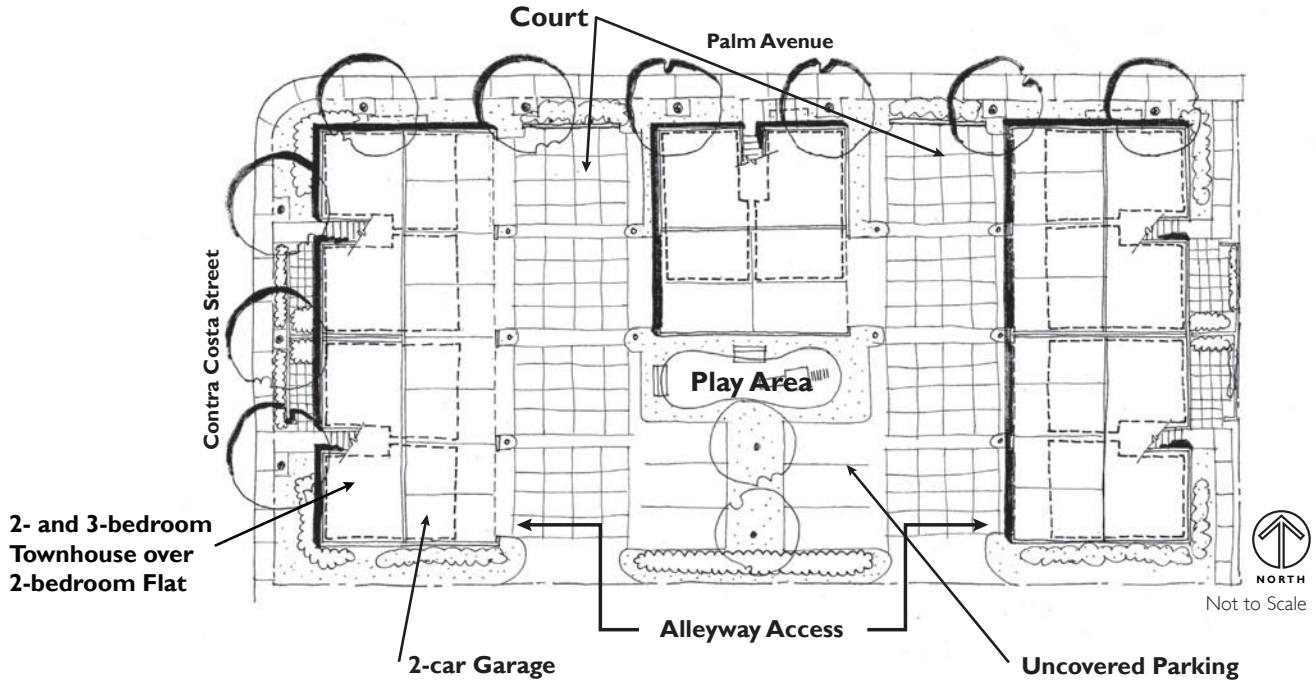


Figure 3-15. Residential Project Concept A, Plan View *(for illustrative purposes only)*

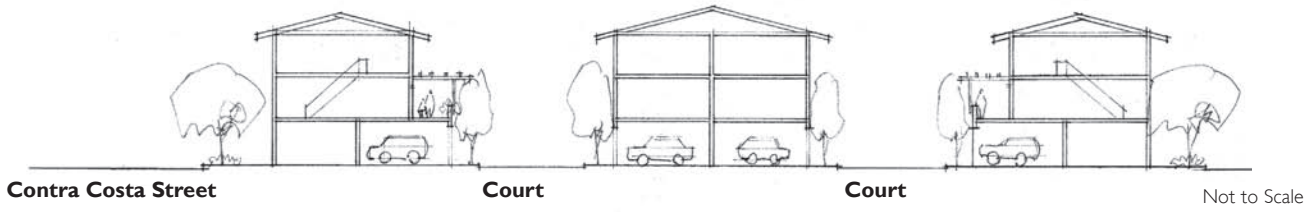


Figure 3-16. Residential Project Concept A, Section View *(for illustrative purposes only)*

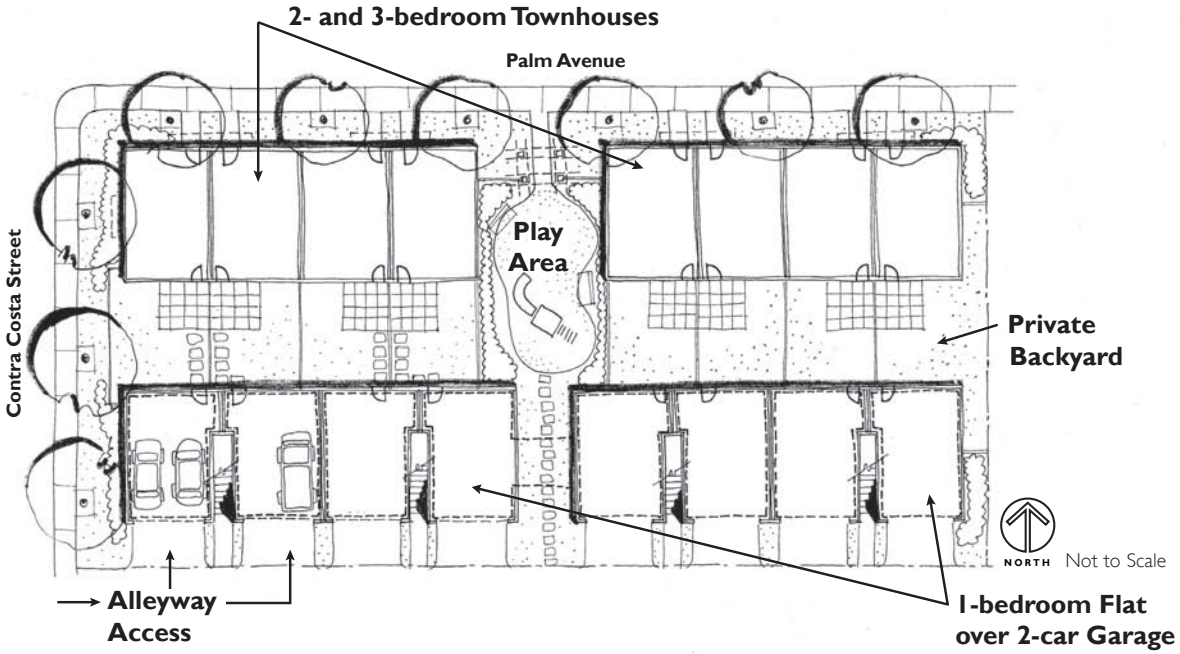


Figure 3-17. Residential Project Concept B, Plan View *(for illustrative purposes only)*

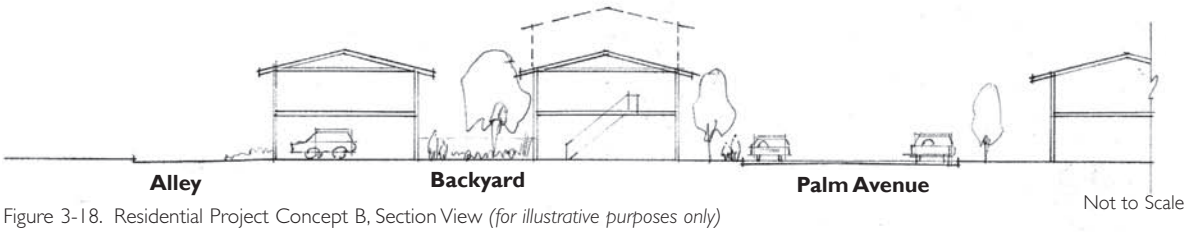


Figure 3-18. Residential Project Concept B, Section View *(for illustrative purposes only)*

TABLE 3-2 **RESIDENTIAL CATALYST PROJECT – DEVELOPMENT CONCEPTS**

USE	CONCEPT A	CONCEPT B
2- and 3-bedroom Townhouses	10	8
2-bedroom Flats	5	-
1-bedroom Flats	-	8
Covered Parking Spaces	20	16
Uncovered Parking Spaces	6	-
Private Open Space	Small balconies	Backyards
Common Open Space	At center of site	At center of site

4. Gateway Hotel

The City is considering a proposal for a hotel project at the southeast corner of the intersection of Del Monte and Canyon del Rey boulevards, including parcels on Sonoma, Amador and Elm avenues between Canyon del Rey and Imperial Street. This project would include architectural design and landscape features that make a prominent gateway at this key entry to the Urban Village. A conceptual sketch showing how development could occur on this site is provided in Figure 6-9 in Chapter 6.

The exact project has not been determined, but is expected to include:

- a 100- to 250-room hotel
- a parking garage
- mixed-use development consisting of retail and residential
- residential units
- a conference facility (tentative)

C. *Phasing*

The West Broadway Urban Village will likely develop gradually, over time. The Specific Plan identifies three phases to how the Urban Village is likely to develop, including construction of the catalyst projects. The first phase would be within five years of Specific Plan adoption. The second phase would occur in ten to 15 years after Plan adoption. Full Plan buildout would occur in 20 to 25 years.

1. Phase 1: Near-Term

Basic streetscape improvements, including medians, landscaping, bulb-outs and bikeways would be developed in the first five-year timeframe. Three catalyst projects - the library/parking project, the transit station and the gateway hotel project - would be developed in the short term. It is also likely that the linear park along Canyon Del Rey Boulevard would be completed in this phase. Vacant and underdeveloped sites along West Broadway Avenue and some townhouse development along Palm Avenue would begin during this first phase. This phase is illustrated in Figure 3-19.

Figure 3-19. Phase 1: Near-Term *(for illustrative purposes only)*

2. Phase 2: Mid-Term

In 10 to 15 years, realignment of the Del Monte Boulevard and West Broadway Avenue intersection, including street closures and development of the nearby public plazas would likely be completed. Commercial uses along Del Monte Boulevard and continued development along West Broadway and Palm avenues would likely occur in this time frame. This phase is illustrated in Figure 3-20.

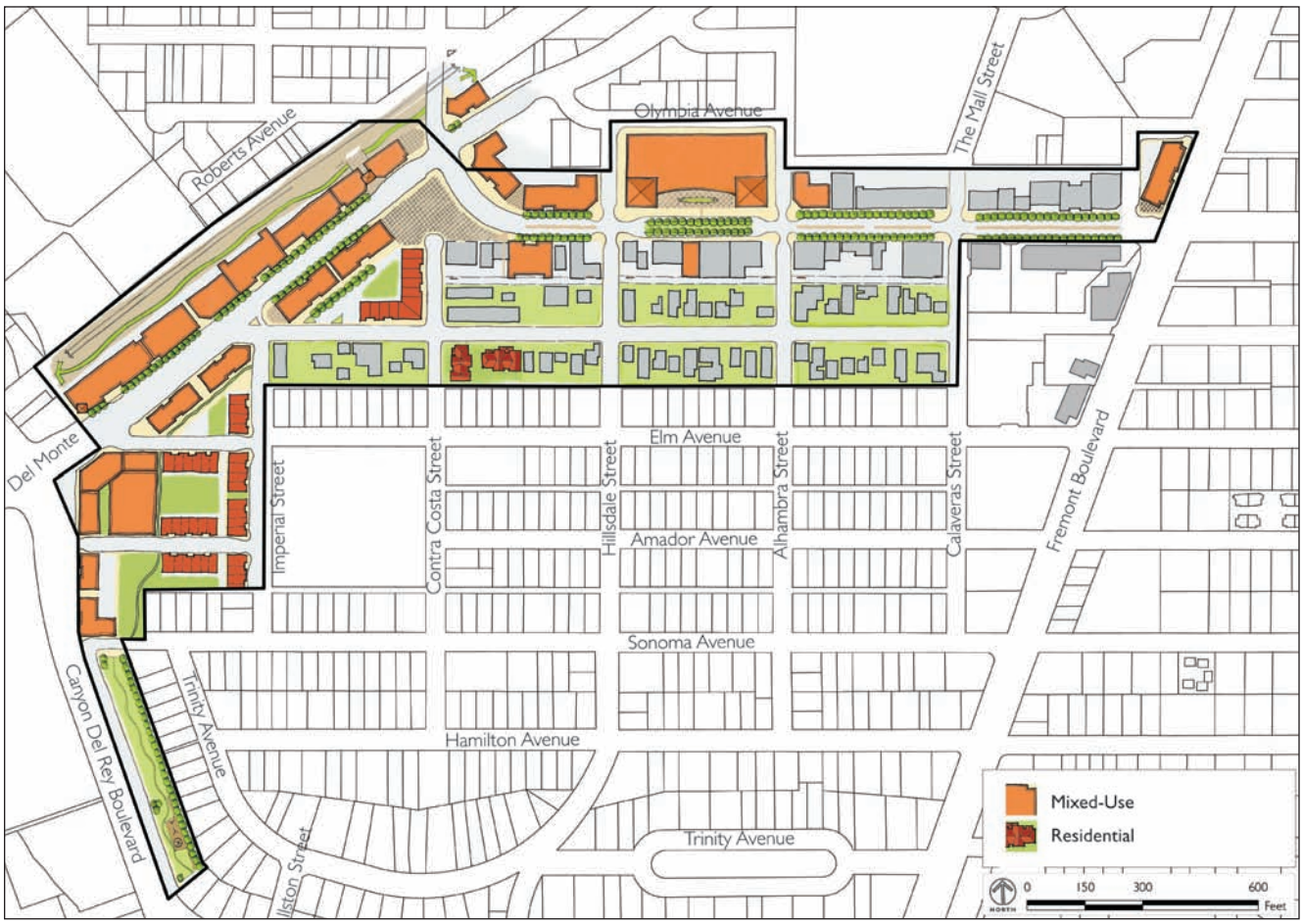


Figure 3-20. Phase 2: Mid-Term *(for illustrative purposes only)*

3. Phase 3: 20 to 25 Years

Within the timeframe of the Specific Plan, which is 25 years, the Plan envisions that buildout, as illustrated in Figure 3-21 would occur, activating West Broadway Avenue.

Figure 3-21. Phase 3: 20 to 25 Years *(for illustrative purposes only)*

D. Development Potential

Currently, the Specific Plan Area contains a total of 84 residential units and approximately 317,700 square feet of non-residential use. Of the total non-residential space, 279,100 square feet is devoted to commercial uses with the remaining 38,600 square feet devoted to the City corporation yard, a church and auto service businesses.

The Specific Plan permits buildout of up to 494 residential units and 395,500 square feet of commercial, retail and civic development throughout the Specific Plan Area. Due to physical and economic factors, it is anticipated that this level of development will take up to 25 years to be substantially achieved. Table 3-3 displays development potential by Plan phase.

TABLE 3-3 **DEVELOPMENT POTENTIAL BY PHASE**

New Use	Phase 1		Phase 2		Phase 3		Total	
	Sq Ft	DU	Sq Ft	DU	Sq Ft	DU	Sq Ft	DU
Mixed-Use Residential	15,100	41	87,600	58	58,000	114	160,700	213
Mixed-Use Office	-	-	116,100	-	-	-	116,100	-
Library/Parking Project[1]	40,000	82	-	-	-	-	40,000	82
Transit Center[2]	28,700	-	-	-	-	-	28,700	-
Gateway Hotel Project	50,000	-	-	-	-	-	50,000	-
Multi-Family Housing	-	14	-	61	-	124	-	199
Total per Phase	**133,800**	**137**	**203,700**	**119**	**58,000**	**238**	**395,500**	**494**

[1] Square footage of the library/parking mixed-use project includes the library, retail and housing, but does not include the parking structure.
[2] Square footage in the transit station project accounts for office above the ground floor.

SPECIFIC PLAN POLICIES 4

This chapter outlines policies for the West Broadway Urban Village Specific Plan with respect to urban design; land use; economic development; circulation, transit and mobility; parking; the public realm; catalyst sites; housing and community services; utilities; and environmental sustainability. These policies help achieve the vision and goals of the Specific Plan.

A. Urban Design

Urban design policies guide and reinforce the creation of a distinct and meaningful image and identity for the Urban Village. These policies coordinate with the development standards and design guidelines found in Chapter 7.

Policy UD-1. Reinforce and enhance the pedestrian-oriented scale and character of new development and/or major renovations along West Broadway Avenue.

Policy UD-2. Provide adequate pedestrian amenities such as street trees, benches, pedestrian-level street lighting, newspaper racks, and waste and recycling receptacles as streets throughout the West Broadway Urban Village are improved.

Policy UD-3. Ensure that new development along Palm Avenue is compatible with the character of adjacent residences.

Policy UD-4. Create opportunities for interaction between adjacent development and in public spaces along West Broadway Avenue and Del Monte Boulevard.

Policy UD-5. Erect significant and appropriate architectural features, physical monuments and proper signage at entry points to mark gateways into the West Broadway Urban Village. These entry points are at the intersections of West Broadway Avenue and Del Monte Boulevard; Del Monte Boulevard and Canyon Del Rey Boulevard; and West Broadway Avenue and Fremont Boulevard.

Policy UD-6. Incorporate principles of Crime Prevention Through Environmental Design (CPTED) in development, such as natural surveillance and natural access control, to reduce the potential for criminal activity to occur. Measures include maintaining clear sight lines between stores and parking areas, sidewalks, plazas and the street; and maintaining clearly marked property boundaries through installation of awnings, landscaping and appropriate signage.

Policy UD-7. Incorporate public art into private, public and semi-public open spaces.

Policy UD-8. Provide an information kiosk on the area's history, businesses, and access points to the Monterey Bay Coastal Recreation Trail, among other items, in one of the Urban Village's public plazas.

Policy UD-9. Consider and ensure compatibility in scale and design between adjacent developments.

B. Land Use

Land use policies guide the development of land within the West Broadway Urban Village. These policies focus on the mix and balance of land uses, and the compatibility of new development and redevelopment.

Policy LU-1. Develop the West Broadway Urban Village as the Central Business District of Seaside, with West Broadway Avenue as the "main street" and heart of Seaside's downtown.

Policy LU-2. Land uses in the Specific Plan Area shall be a mix of retail, office and residential, consistent with the Development Standards and Design Guidelines for the Specific Plan Area.

Policy LU-3. Encourage the development of high-quality community-serving and visitor-serving retail and office uses along West Broadway Avenue and Del Monte Boulevard. Discourage larger scale, auto-oriented businesses.

Policy LU-4. Allow three- and four-story mixed-use buildings along West Broadway Avenue, and mixed-use buildings of up to five stories on the north side of West Broadway Avenue.

Policy LU-5. Attract and support active ground floor uses along West Broadway Avenue, allowing businesses to extend onto the sidewalk and reinforcing pedestrian activity along the street.

Policy LU-6. Encourage parcel assembly to achieve the land use goals set out by this Specific Plan.

Policy LU-7. Encourage retail and office uses along Del Monte Boulevard to provide convenient access for pedestrians to the transit station.

Policy LU-8. Abandon Olympia Avenue between Hillsdale and Alhambra streets if such action is necessary to accommodate new development that implements the vision and goals of the West Broadway Urban Village.

C. Economic Development

Economic development policies for the Urban Village guide and promote commercial revitalization and the creation of a healthy, vital economy within the Specific Plan Area.

Policy ECON-1. Develop the Specific Plan Area in accordance with redevelopment policies regarding affordable housing, blight and economic revitalization for the Merged Redevelopment Project Area, in which the West Broadway Urban Village is located.

Policy ECON-2. Seek destination commercial and institutional uses that encourage foot traffic along West Broadway Avenue and Del Monte Boulevard.

Policy ECON-3. Encourage businesses in Seaside and other areas to locate to or expand within the West Broadway Urban Village.

Policy ECON-4. Support and encourage the preservation of existing, locally-serving businesses in balance with regional and national retailers.

Policy ECON-5. Encourage developers of mixed-use projects to include for-sale ground floor commercial units to offer local retailers and businesses the opportunity to own their commercial space.

Policy ECON-6. Encourage the location of design, home improvement and lifestyle-related businesses along West Broadway Avenue.

Policy ECON-7. Support and encourage the attraction of a grocery store or other food retailer to the West Broadway Urban Village.

Policy ECON-8. Allow for temporary closures of Plan Area streets for special events that strategically promote the Urban Village.

D. Circulation, Transit and Mobility

Circulation, transit and mobility policies promote safe and balanced interactions between multiple modes of transit. These policies promote accessibility within the Urban Village for pedestrians, bicycles, automobiles and transit.

Policy CIRC-1. Adopt a Level of Service (LOS) "D" within the Urban Village to accommodate traffic volumes and to limit the need for left turn pockets or signalized intersections along the West Broadway Avenue corridor.

Policy CIRC-2. Develop West Broadway Avenue into a two-way street with one travel lane in each direction, on-street parking on both sides of the street, wide sidewalks and medians. Provide left turn lanes eastbound on Calaveras

Street, and westbound at both Hillsdale and Alhambra streets to provide access to the future library/parking garage.

Policy CIRC-3. Realign the intersection of West Broadway Avenue and Del Monte Boulevard so that West Broadway Avenue and Contra Costa Street, north of Del Monte Boulevard, form a four-way intersection. Close Contra Costa Street, south of West Broadway Avenue, so it provides access for pedestrians to West Broadway Avenue.

Policy CIRC-4. Consider creating the center lane on West Broadway Avenue as a promenade between Hillsdale and Alhambra streets to accommodate pedestrian activities and special events. Consider the installation of a textured and/or painted mid-block crosswalk to create a pedestrian activity hub between the north and south sides of West Broadway Avenue and the wide center median.

Policy CIRC-5. Ensure that West Broadway Avenue allows for adequate emergency vehicle access by ensuring that all curbs are either rolled or represented by a change in paving. Ensure that landscaping is spaced to allow emergency vehicles to mount onto sidewalks if needed.

Policy CIRC-6. Provide, widen and improve sidewalks on both sides of all streets in the Urban Village.

Policy CIRC-7. Develop pedestrian safety improvements, including paved and/or textured crosswalks and pedestrian countdown signals, at all intersections along West Broadway Avenue and Del Monte Boulevard within the Specific Plan Area.

Policy CIRC-8. Provide a width of at least twelve feet for sidewalks along West Broadway Avenue, with a minimum of ten feet clear between obstructions such as news racks, benches, trees and bike racks. Sidewalks on other roadways within the Urban Village should provide at least six feet clear.

Policy CIRC-9. Create sidewalk bulb-outs at all intersections along West Broadway Avenue within the Urban Village to increase pedestrian visibility and safety while crossing the streets.

Policy CIRC-10. Encourage bicycle use throughout the Urban Village.

Policy CIRC-11. Realign and widen Canyon Del Rey Boulevard to accommodate bicycle lanes that will connect to bicycle lanes on Del Monte Boulevard and connect to the Monterey Bay Coastal Recreation Trail.

Policy CIRC-12. Provide bicycle racks on West Broadway Avenue and Del Monte Boulevard, providing shelters over the bicycle racks and bicycle lockers, as possible.

Policy CIRC-13. Create a Class III Bicycle Route along West Broadway Avenue, and potentially along Palm Avenue, with clear signage such as bicycle sharrows. Sharrows are on-pavement markings comprised of directional arrows above a bicycle symbol. Sharrows direct cyclists toward a safe path of travel away from the car door zone, and inform motorists that they must share the road with cyclists.

Policy CIRC-14. Install traffic calming measures on Palm Avenue as appropriate to ensure slow vehicle speed for resident and bicycle safety and to inhibit cut-through traffic.

Policy CIRC-15. Provide signage at key intersections, such as Broadway Avenue and General Jim Moore Boulevard, and Canyon Del Rey Boulevard and Highway 1 ramps, that directs people to the Urban Village.

Policy CIRC-16. Develop a cohesive network of pedestrian linkages and connections within the Specific Plan Area and to other parts of Seaside and the Monterey Peninsula.

Policy CIRC-17. Provide and maintain clear physical and visual pedestrian connections as much as possible between the following areas:

- Gateway hotel project and the rest of the Urban Village
- Seaside City Hall and the Urban Village
- The transit station and West Broadway Avenue

Policy CIRC-18. Encourage the use of alternative modes of transportation by providing attractive and adequate bicycle, pedestrian and transit amenities that rival the convenience of the automobile.

Policy CIRC-19. Support and encourage development of TAMC's transit platform in coordination with a future multi-modal transit station and transit-supporting development.

Policy CIRC-20. Create convenient and safe connections for all modes of transportation to the future transit station.

Policy CIRC-21. Coordinate with Monterey-Salinas Transit (MST) to establish a bus line along West Broadway Avenue when demand on West Broadway Avenue is sufficient. Coordinate with MST to strategically place and design bus stops for the Urban Village along West Broadway Avenue and at the transit station.

Policy CIRC-22. Work with the Transportation Agency of Monterey County (TAMC) to coordinate safe and attractive fencing and landscaping treatments along the TAMC right-of-way.

E. Parking

Parking policies guide the development of adequate and efficient parking while maintaining accessibility to the West Broadway Urban Village.

Policy PARK-1. To the extent appropriate and feasible, provide metered, parallel, on-street parking on both sides of West Broadway Avenue, and on the northern side of Del Monte Boulevard.

Policy PARK-2. Develop a public parking structure on the blocks between West Broadway and Olympia avenues, and Hillsdale and Alhambra streets, to accommodate parking needs for the West Broadway Urban Village and Seaside Auto Mall businesses.

Policy PARK-3. Consider initiating the development of a Parking District for the Specific Plan Area. This District could collect in-lieu fees for parcels where it would not be feasible or desirable to provide parking on-site. The District could monitor parking demand at the City-owned structure and manage on-street metered parking. Meter revenues could fund the Parking District,

with revenues supporting streetscape improvements along West Broadway Avenue.

Policy PARK-4. Promote opportunities to initiate a shared parking program among retail and office projects along West Broadway Avenue and Del Monte Boulevard.

Policy PARK-5. When a proposal for a gateway hotel comes forward, investigate opportunities to implement a public/private partnership in which the City funds the construction of additional parking spaces beyond the amount required by the hotel for general public use.

Policy PARK-6. Follow a "park once" strategy where visitors park once within the Urban Village to visit multiple businesses and destinations.

Policy PARK-7. Consider establishing transit incentive programs for larger businesses within the Specific Plan Area. Transit incentive programs can provide employees with free transit passes or other amenities instead of subsidized parking.

Policy PARK-8. Provide parking incentives that make available convenient and/or free reserved parking spaces for hybrid, electric, Compressed Natural Gas (CNG) vehicles and cars in car-sharing programs.

F. Public Realm

Public realm policies guide the development of safe, appealing and active public and semi-public spaces to strengthen pedestrian linkages and connections within the Urban Village.

Policy PR-1. Design all public open spaces to be safe, well-lit and inviting.

Policy PR-2. Develop a small centrally-located storefront-style police substation on West Broadway Avenue. Consider locating the facility in or near the future library/parking project.

Policy PR-3. Create public open spaces that are active and allow for playful elements, such as interactive sculptures and furniture.

Policy PR-4. Develop paseos, with a minimum width of 20 feet, to strengthen connections between the neighborhood and the retail district. Paseos shall be treated as pedestrian pathways activated by ground floor retail where possible and include benches, trees and landscape elements, pedestrian-level lighting and other amenities to draw people from Palm, Elm and Amador avenues to Del Monte Boulevard and West Broadway Avenue.

Policy PR-5. In new development, public open space components, as defined in the Development Standards and Design Guidelines, including pocket parks, gathering spaces, interior courtyards and plazas, shall be connected to primary streets by paseos.

Policy PR-6. Consider creating a program to administer open space requirements, including open space provided off site and for payment of an in-lieu fee.

Policy PR-7. Where feasible, maintain and integrate alleyways into new development.

Policy PR-8. Pursue development of a new, linear park along Canyon Del Rey Boulevard south of Sonoma Avenue within the Specific Plan Area, and include a pedestrian pathway that runs north-south through the park, connecting Seaside City Hall to the Urban Village. Consider including amenities such a community garden, a water-wise demonstration garden and/or an interpretive history path in the park's design.

Policy PR-9. Plant trees, as described in the Development Standards and Design Guidelines, to improve the aesthetics of the Urban Village by softening the streetscape and to provide shade along the streets and in open space areas.

Policy PR-10. Encourage outdoor, family-friendly entertainment as allowed on primary streets with a minor use permit.

Policy PR-11. Install wires for music, entertainment and future technology around public plazas and buildings as feasible.

Policy PR-12. Consider requiring that, as a condition of project approval, all new development on West Broadway Avenue and Del Monte Boulevard dedicate the first three feet of their frontage to the City in order to expand the right-of-way to create wider sidewalks.

G. Catalyst Sites

Policies guide the development of the following three major projects that will spur development within the Urban Village.

1. Library/Parking Structure Mixed-Use Project

Policy LIB-1. Include a civic library and some combination of retail, office and residential uses as part of the library/parking project.

Policy LIB-2. Consider a senior housing project on this site.

Policy LIB-3. Incorporate a grand architectural feature fronting West Broadway Avenue as part of the library/parking project. The parking structure shall have a façade that is compatible with the rest of the West Broadway Avenue corridor.

Policy LIB-4. Create a public plaza fitting a civic and public use that fronts West Broadway Avenue and connects to the mid-block pedestrian promenade.

Policy LIB-5. Encourage the development of a public terrace with an outdoor café as a part of this project.

Policy LIB-6. Develop the library project to a LEED Silver standard. Encourage the installation of a green or garden roof atop the building to provide additional useable open space within the Urban Village.

Policy LIB-7. Load vertical pedestrian circulation at the corner of the parking structure near the entrance to the library to facilitate access.

2. Transit Station

Policy TRANS-1. Work with Monterey-Salinas Transit (MST) and the Transportation Agency of Monterey County (TAMC) to develop a future multi-modal transit center along Del Monte Boulevard near its intersection with West Broadway Avenue with appropriate bus bays, pedestrian and bicycle facilities, and ridesharing and car drop-off/pick-up points.

Policy TRANS-2. Include a significant architectural feature to define and identify the transit center.

Policy TRANS-3. Ensure that convenient access to the transit station is provided for all modes of travel. Pedestrian access shall be provided via a complete, connected network of sidewalks with crosswalks and pedestrian signals at key crossing locations. Bicycle access shall be provided by clearly marked connections to bike paths, lanes and routes.

Policy TRANS-4. Provide paseos through and between buildings along Del Monte Boulevard to safely access the transit station.

Policy TRANS-5. Orient the future transit center toward the realigned intersection of Del Monte Boulevard, West Broadway Avenue and Contra Costa Street. Bus bays should be provided for three buses, as the transit station would serve up to three bus lines in addition to the BRT/LRT service or as required to meet the design criteria of MST.

Policy TRANS-6. When sufficient demand for transit has developed along West Broadway Avenue, Monterey-Salinas Transit should consider running a bus line along West Broadway and developing bus stops to further facilitate pedestrian and transit access to the Urban Village. Once the transit hub is in service, local bus routes and schedules should be reviewed to allow timely transfers between local and regional transit service.

3. Gateway Hotel Site

Policy HOTEL-1. Consider a hotel project for the gateway location of the southeast corner of the intersection of Del Monte and Canyon Del Rey boulevards.

Policy HOTEL-2. Require an open space and significant architectural element, such as a sculptural element, a recirculating water feature that uses recycled or other non-potable water, or a tower, fronting onto the Del Monte and Canyon Del Rey boulevards intersection to mark this site as a gateway into Seaside and the Urban Village.

Policy HOTEL-3. Provide sufficient parking to accommodate hotel users and any other proposed on-site uses. As possible, incorporate additional parking for other users of the Urban Village, including users of the transit center.

Policy HOTEL-4. Preserve and enhance pedestrian connections on and around the hotel project site and to and from the adjacent neighborhoods to the maximum extent possible. However, allow hotel development to close Elm and Amador avenues between Del Monte Boulevard and Imperial Street to automobile traffic as appropriate, provided that pedestrian and bicycle through-traffic circulation is maintained through the site.

H. Housing and Community Services

Housing and community service policies guide the development of adequate housing and community services, including child care.

Policy HC-1. Develop a variety of housing for all income types and family sizes that is compatible with the existing residential neighborhood**.**

Policy HC-2. Increase the stock of affordable housing within a quarter-mile of the future transit center, as well as within the wider Urban Village area.

Policy HC-3. Allow live-work units on all streets in the Urban Village other than West Broadway Avenue and Del Monte Boulevard.

Policy HC-4. Encourage the provision of safe outdoor places for children to play throughout the Urban Village.

Policy HC-5. Encourage the siting of child care and other care facilities at or near the transit hub or along West Broadway Avenue in a way that is compatible with both the land use and the character of the area.

I. Environmental Sustainability

Policies pertaining to environmental sustainability and resource conservation ensure that development within the West Broadway Urban Village adheres to environmentally-sustainable design and land use principles. Multiple development standards and design guidelines related to environmental sustainability are listed in Chapter 7.

Policy ENV-1. Develop the West Broadway Urban Village as a "Green District" with development projects incorporating green site and building design principles.

Policy ENV-2. Create an incentive/bonus program for implementation of "green" measures in Urban Village projects. A bonus may be an increase of density or height, for example.

Policy ENV-3. Consider a benchmark, certification system such as the Build it Green or LEED Green Building Rating System for residential and commercial development, respectively, in the Specific Plan Area. All new commercial development should be developed to a LEED Silver standard or better.

Policy ENV-4. Investigate developing an expedited permit processing system for new development that incorporates a specified number of green building and green site design principles.

Policy ENV-5. Provide recycling receptacles throughout the Specific Plan Area in convenient locations immediately adjacent to trash receptacles.

LAND USE 5

This chapter establishes the land use framework for the West Broadway Urban Village, including land use designations and associated development intensities that will apply in the Specific Plan Area. In order to support the goals of the Specific Plan, the Plan Area is designated with the existing General Plan's Mixed Use and Medium Density Residential land use designations with designation amendments identified for the Specific Plan Area and described in this chapter. A High Density Residential/Mixed Use land use is designated for the north side of Palm Avenue within the Specific Plan Area. Figure 5-1 is the land use designation map for the Specific Plan Area.

Residential densities are stated as the number of housing units per gross acre. Development is required within the density range, both maximum and minimum, as stipulated in the land use designation. The appropriate densities were developed based on the vision for each area and the type of development that would result from such a density. The standards outlined in the development standards and design guidelines in Chapter 7 may limit attainment of maximum densities. Existing land uses that are not consistent with the regulations in the land use framework are permitted to continue as legal nonconforming uses.

A. Mixed Use

The Mixed Use (MX) land use designation is intended to accommodate a well-integrated mix of high intensity residential, commercial, office and civic uses, with more specific development standards provided in Chapter 7. Housing densities range from 30 to 60 dwelling units per gross acre.

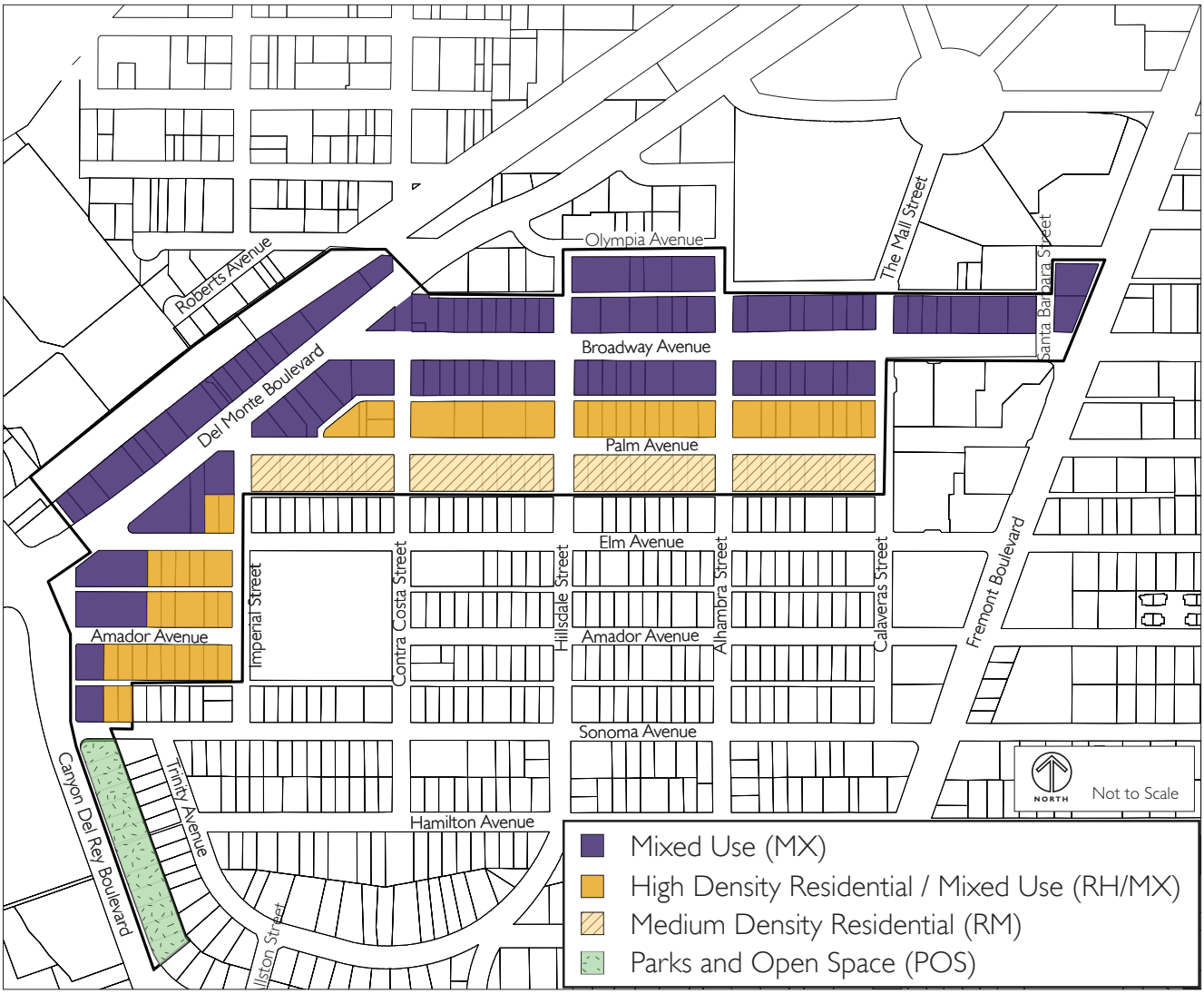


Figure 5-1. Specific Plan Land Use Designations *(for illustrative purposes only)*

B. High Density Residential/Mixed Use

Housing densities from 20 to 30 dwelling units per acre are allowed in the High Density Residential/Mixed Use (RH/MX) land use designation. This designation permits a range of housing types, including multi-family developments and live-work units.

While Palm Avenue will primarily be a residential street, projects with ground floor commercial uses or uses that are compatible with residential uses and extensions of business with primary frontage on West Broadway Avenue would be conditionally allowed on the north side of Palm Avenue and on blocks perpendicular to Palm Avenue. Such projects are encouraged to include a pedestrian paseo that connects to West Broadway Avenue or Del Monte Boulevard where desirable and feasible.

C. Medium Density Residential

Housing densities from 10 to 20 dwelling units per acre are allowed in the Medium Density Residential (RM) land use designation. This designation permits single-family detached housing on the south side of Palm Avenue, as well as multi-family housing units.

Multi-family developments are designed to be compatible with neighborhood character and ease the transition between High Density Residential/Mixed Use on the north side of Palm Avenue to Low Density Residential south of the Specific Plan Area.

D. Parks and Open Space

The Parks and Open Space (POS) land use designation, applied to the east side of Canyon Del Rey Boulevard between Sonoma and Harcourt avenues, allows for neighborhood and community parks, trails, recreational activity centers, and public service facilities or infrastructure that is compatible with the open space uses on the site. A linear park with a pedestrian path running north-south through the park is envisioned for this area. The park could also provide the opportunity for the incorporation of a community garden, a water-wise demonstration garden and/or an interpretive history path.

TABLE 5-1 **GENERAL PLAN AND SPECIFIC PLAN LAND USE DESIGNATIONS**

	Existing GP			Specific Plan		
Land Use Designation*	Dwelling Units/Acre (FAR)	Housing Types	Other Allowed Uses	Dwelling Units/Acre (FAR)	Housing Types	Other Allowed Uses
Mixed Use (MX)	- Community commercial on 65% of acreage - M-f housing up to 25 du/ac on 35% of acreage (2.0:1 FAR)	- Multi-family	- Commercial - Office - Civic	30 to 60 du/ac (Commercial/residential =3.0:1 FAR)	- Multi-family, all types	- Commercial - Office - Civic
				(Commercial/ office = 2.5:1 FAR)	--	- Commercial - Office - Civic
High Density Residential (RH)	Up to 25 du/ac	- Apartments - Townhomes - Condos - Mobile home parks	- Professional office - Convalescent and care facilities	--	--	--
High Density Residential/ Mixed Use (RH/MU)	--	--	--	20 to 30 du/ac FAR = 2.5:1	- Apartments - Townhomes - Condos	- Professional office - Convalescent and care facilities
Medium Density Residential (RM)	Up to 15 du/ac	- S-f attached/ detached - Duplex/ triplex - Condos	--	10 to 20 du/ac FAR = 2.5:1	- S-f attached/ detached - Duplex/ triplex - Condos	--
Parks and Open Space (POS)	0.01:1 FAR	Passive and active parks and recreation	--	No change	Passive and active parks and recreation	--
Specific Plan (SP) Overlay	Broadway Corridor			West Broadway Avenue Urban Village Specific Plan		

* Compatible public facilities and infrastructure would be allowed in all zones.
* Multi-family housing includes apartments, townhouses, condos, duplexes and triplexes. Multi-family, all types indicates any of these housing types are allowed; where only specific types of multi-family housing is allowed, only the allowed housing types are listed.

CIRCULATION, PARKING AND MOBILITY 6

The Plan's goal is to create an Urban Village that facilitates multiple modes of circulation, including vehicles, transit riders, pedestrians and bicyclists. This chapter describes access, circulation intent and design, and parking. It demonstrates on-the-ground implementation of the transportation concepts identified in the General Plan and other documents. The policies related to circulation are listed in Chapter 4. General improvements described in this chapter are shown in Figure 6-1.

A. Streets

This section describes the proposed street network in the Specific Plan Area. It also discusses major intersection improvements, including the realignment of West Broadway Avenue, Del Monte Boulevard and Contra Costa Street.

1. Street Network

Regional access to the project area is provided by Highway 1 and Canyon Del Rey Boulevard, which is Highway 218. Primary local access to the area is provided by Del Monte Boulevard, Fremont Boulevard and Broadway Avenue. Local streets within the Specific Plan Area include Olympia Avenue, Palm Avenue, Elm Avenue, Amador Avenue, Sonoma Avenue, Imperial Street, Contra Costa Street, Hillsdale Street, Alhambra Street and Calaveras Street.

2. Traffic Lane Configuration and Street Cross-Section

The Specific Plan proposes changes to the cross-section of the three primary streets in the Plan Area.

a. West Broadway Avenue

To provide for a more pedestrian-friendly environment and to encourage development of an urban village, the City's General Plan calls for the narrowing of West Broadway Avenue from a four-lane roadway to a two-lane roadway. Narrowing West Broadway Avenue to one travel lane in each direction from Del Monte Boulevard to Fremont Boulevard will occur in the first

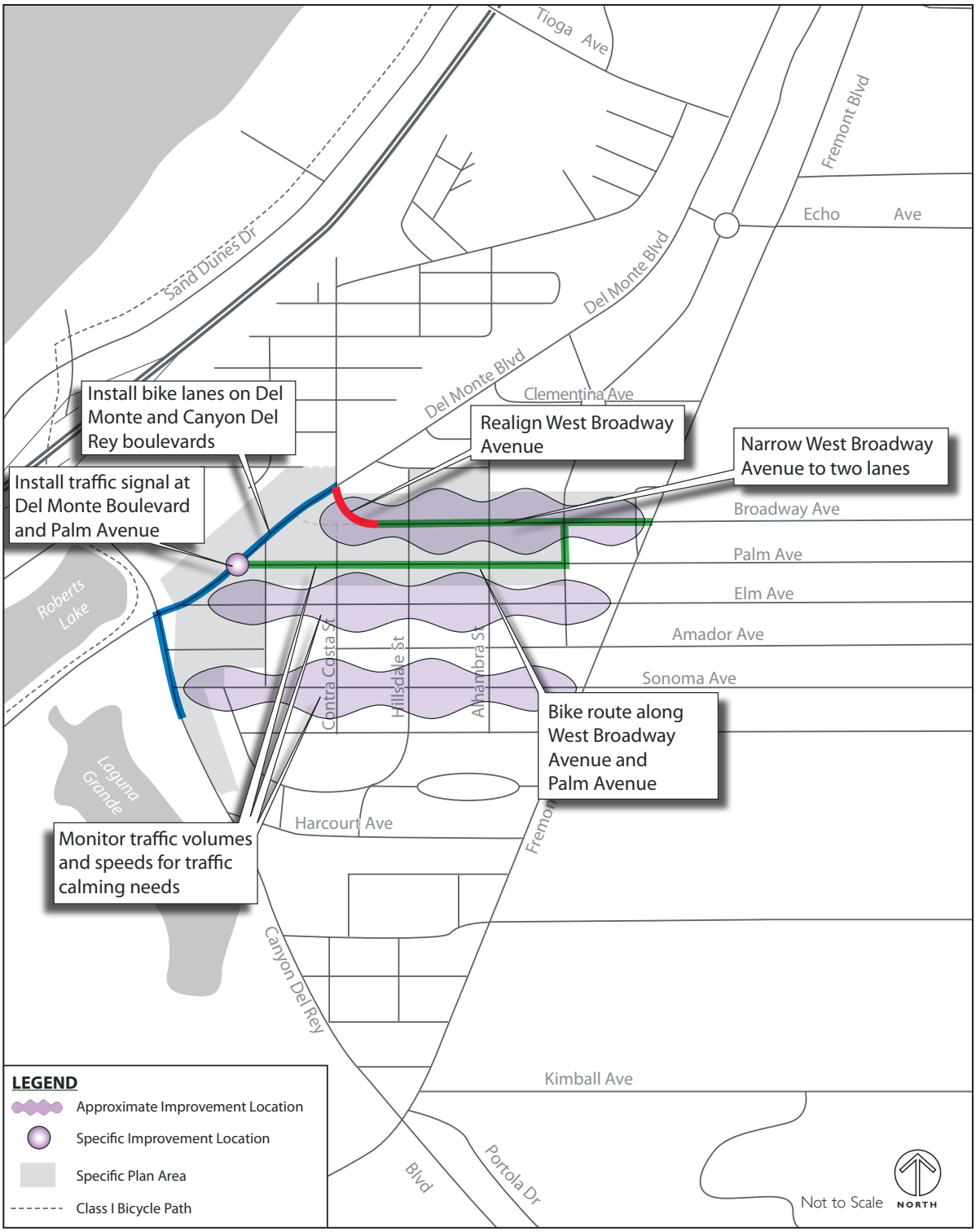


Figure 6-1. Circulation Improvement Recommendations *(for illustrative purposes only)*

phase of the Specific Plan, along with enhanced pedestrian and bicycle facilities. Roadway narrowings, commonly called road diets, have the benefit of providing enhanced access and mobility for pedestrians, bicyclists and transit users, as well as motorists. Figure 6-2 provides a cross-sectional view of West Broadway Avenue and Figure 6-3 provides a plan view. Conceptual plans for the left-turn pocket indicate a width of 14 feet, while the median would be 22 feet wide. Coupled with proposed travel lane widths of 12 feet, a minimum of 26 feet and a maximum of 34 feet of roadway width would be available for emergency vehicle access. In the event that cars are double-parked on West Broadway, at least 18 or more feet of roadway width for emergency vehicle operations would still be available. This would allow sufficient roadway width to provide for ladder truck access.

At buildout, West Broadway Avenue is projected to carry approximately 17,500 average daily traffic (ADT) on an average mid-week day. Based on the research presented on road diets, West Broadway will be able to accommodate these ADT, assuming left turn pockets are provided at each street intersection. Diversion of traffic from West Broadway Avenue to local parallel streets such as Elm and Sonoma avenues is estimated to only occur during the most congested periods, such as Fridays or days with special events.

i. Medians/Turn Pockets

Medians may be developed to define portions of the street along West Broadway Avenue. Should medians be included, they would have pavement delineations provided with either pavement striping and/or textured pavers so that emergency vehicles could access the center lane if needed. At selected street intersections, the medians may be used to define left turn lanes. No raised medians or landscaping within the median would be allowed.

The existing turn pocket lengths will be maintained at the Del Monte Boulevard and Fremont Boulevard intersections. Fifty-foot left-turn pockets will be provided on West Broadway Avenue where it intersects with Hillsdale and Alhambra streets and eastbound at Calaveras Street (for access to the Auto Center), as seen in Figure 6-4.

ii. Two-lane Roadway

In place of a middle median, the sidewalks on West Broadway Avenue could be wider. Left-turn pockets at selected intersections would still be needed. In

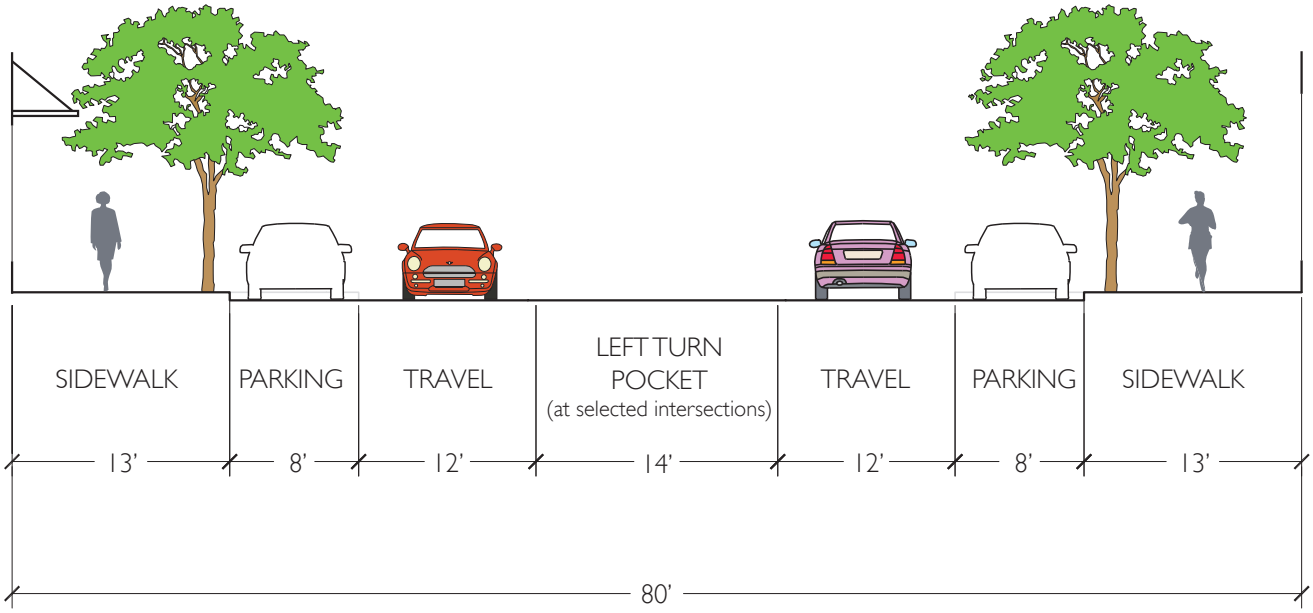


Figure 6-2. Typical West Broadway Avenue Section *(for illustrative purposes only)*

Not to Scale

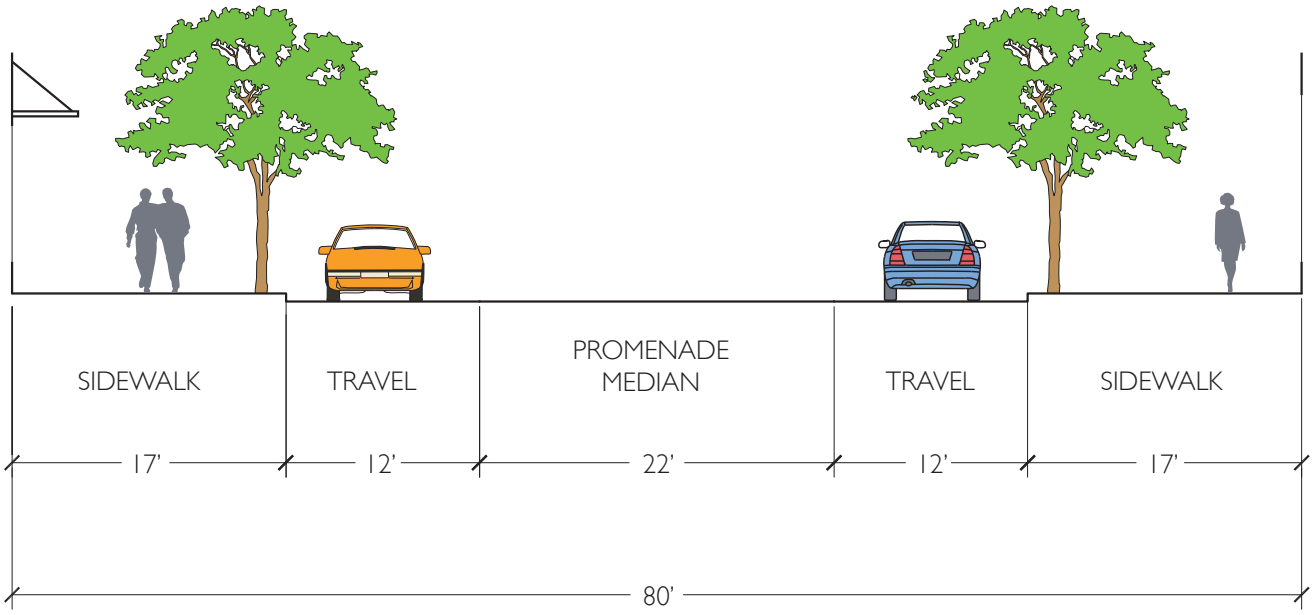


Figure 6-3. West Broadway Avenue Section Between Hillsdale and Alhambra Streets *(for illustrative purposes only)*

Not to Scale

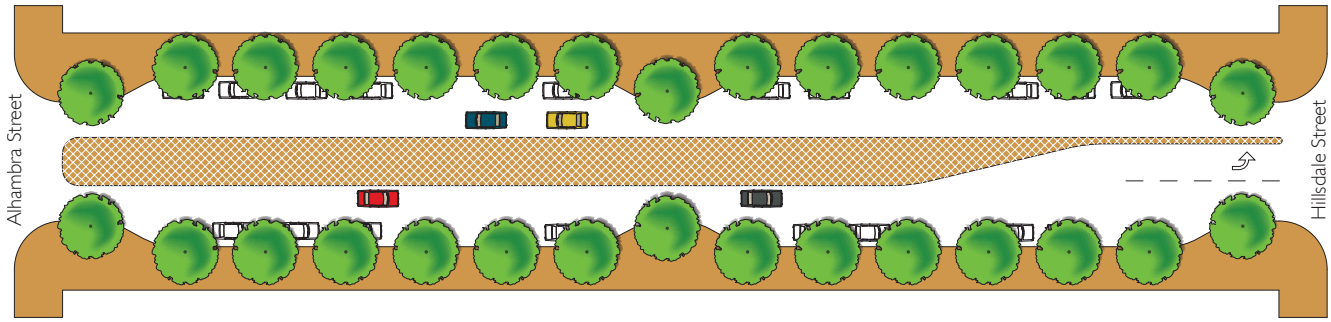


Figure 6-4. Typical West Broadway Avenue Block *(for illustrative purposes only)*

Not to Scale

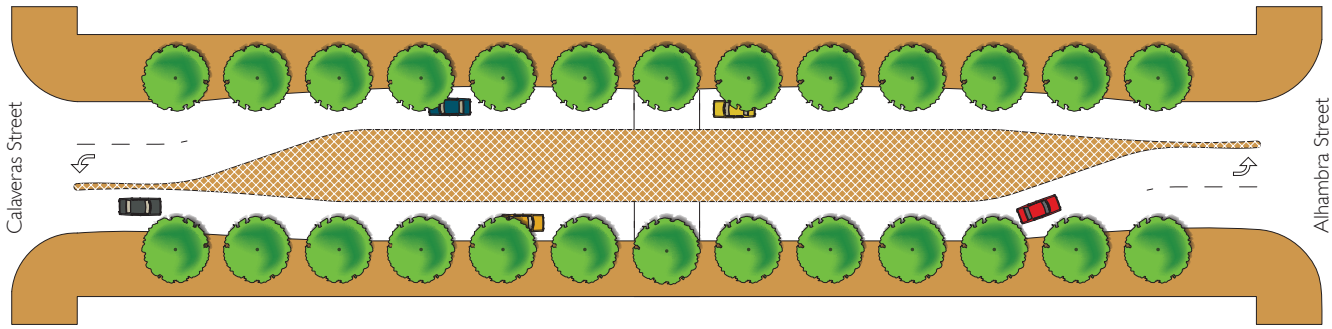


Figure 6-5. West Broadway Avenue Block Between Hillsdale and Alhambra Streets *(for illustrative purposes only)*

Not to Scale

order to provide emergency vehicle access, there would be no curb and gutter but a change in pavement texture and/or color. Note that the figures shown in this chapter are based on the concept of installing some type of median.

iii. Promenade Median

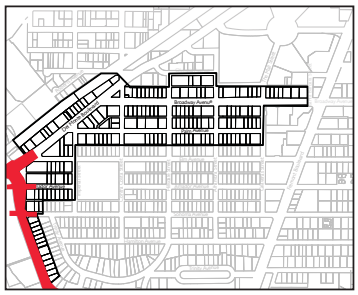
The cross-section of the block on West Broadway Avenue between Hillsdale and Alhambra streets has the potential to be slightly different than elsewhere; the center lane could become a pedestrian paseo, as shown in Figure 6-5. The area offered by this wide median area would allow pedestrians a short promenade. This block-long center lane median would continue to allow for emergency vehicle access. There could be no grade change, but a change in pavement texture and/or color between the road and the promenade.

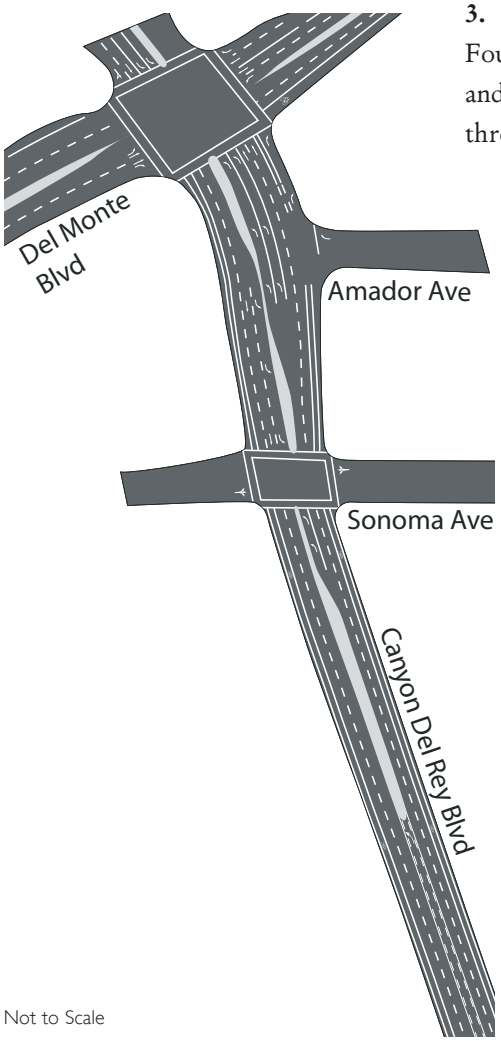
b. Del Monte Boulevard

Del Monte Boulevard will remain at four lanes, but, as discussed below, bicycle lanes will be added to both sides of Del Monte Boulevard. This will involve removing one or both parking lanes, most likely the parking on the southeast side of the street.

c. Canyon Del Rey Boulevard

Canyon Del Rey Boulevard will be restriped between Del Monte Boulevard and Harcourt Avenue to allow for on-street Class II bicycle lanes in both directions, as shown in Figure 6-6. The existing vehicle lane configurations for this segment will remain unchanged, but an additional right-of-way will be taken on the northeast side of Canyon Del Rey Boulevard to allow for the construction of sidewalks, curbs and gutters where none currently exist. In addition, a left turn lane will be installed to turn left from westbound Canyon Del Rey Boulevard to provide access to the businesses on the south side of Canyon Del Rey Boulevard.





Not to Scale

Figure 6-6. Canyon Del Rey Boulevard Bicycle Lanes
(for illustrative purposes only)

3. Intersections

Four major intersections in the Specific Plan Area will undergo realignment and improvements to facilitate automobile, pedestrian and bicycle circulation throughout the West Broadway Urban Village.

a. West Broadway Avenue/Del Monte Boulevard

The existing three-way intersection of West Broadway Avenue and Del Monte Boulevard is angled, which is awkward for automobiles turning onto West Broadway Avenue and which creates a large crossing distance for pedestrians. As part of the Specific Plan, this intersection and Contra Costa Street/Del Monte Boulevard will be reconfigured as one intersection. West Broadway Avenue will curve northwest to approach Del Monte Boulevard opposite where Contra Costa Street meets the west side of Del Monte Boulevard. The intersection realignment and related street closures are shown in Figure 6-7. Changes to Contra Costa Street and Olympia Avenue will be necessary as part of this intersection realignment.

- **Contra Costa Street.** Under the first phase of the Specific Plan, a short segment of Contra Costa Street, immediately south of West Broadway, will be permanently closed so that a public plaza can be developed when that portion of West Broadway Avenue is moved.
- **Olympia Avenue.** Currently, Olympia Avenue is discontinuous across Del Monte Boulevard, with a short length between Del Monte Boulevard and Alhambra Street that terminates at the Seaside Auto Mall. The portion of Olympia Avenue between Hillsdale and Alhambra streets is within the Specific Plan Area.

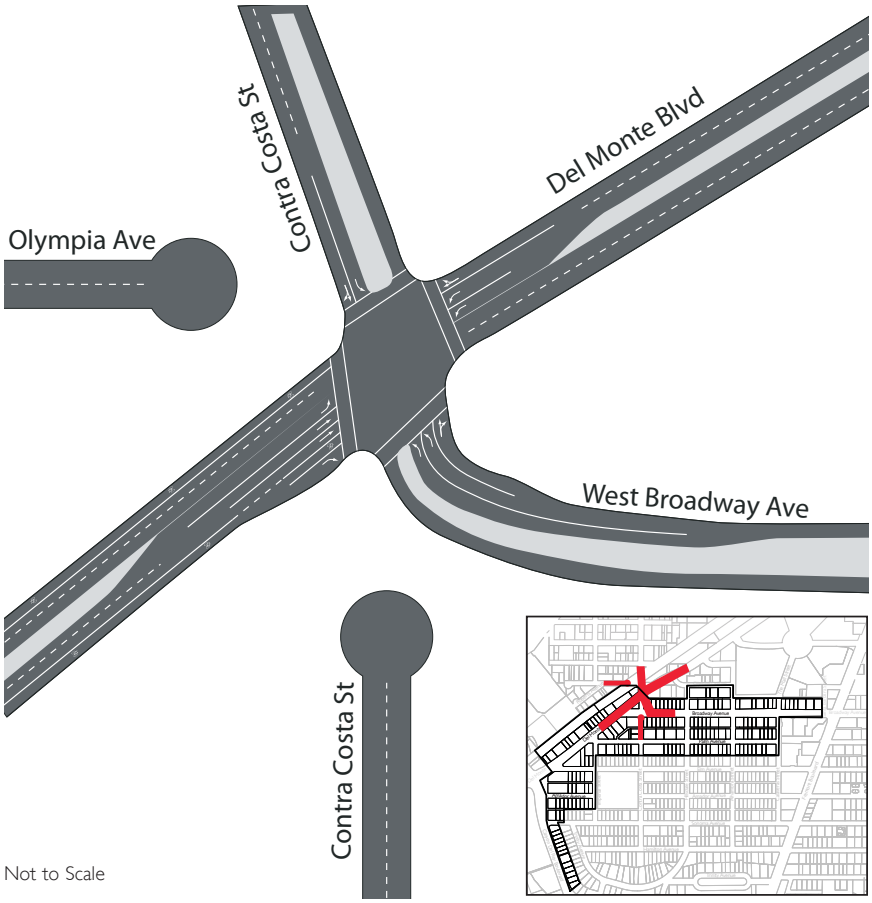


Figure 6-7. Realigned Intersection of West Broadway Avenue and Del Monte Boulevard

(for illustrative purposes only)

- As the new intersection configuration is implemented, for safety reasons, Olympia Avenue, north of Del Monte Boulevard, may be closed. Vehicle access to this portion of Olympia Avenue could be via Catalina Street and Orange Avenue.
- As development occurs, realignment of Olympia Avenue between Hillsdale Street and Del Monte Boulevard should be considered to improve the circulation network in the West Broadway Urban Village.
- Abandonment of Olympia Avenue between Hillsdale and Alhambra streets may also be considered to accommodate new development projects within the West Broadway Urban Village. However, any modifications to Olympia Avenue between Del Monte Boulevard and Alhambra Street should preserve and improve access to the library/parking project.

b. Palm Avenue/Del Monte Boulevard

The installation of a traffic signal at the intersection of Palm Avenue and Del Monte Boulevard would improve the connectivity between the transit hub, the gateway hotel project and uses on the north-west side of Del Monte Boulevard. The signal would provide a controlled crossing for pedestrians and particularly for bicyclists connecting from the adjacent residential neighborhoods on Palm Avenue. Palm Avenue is located about 650 feet from both Canyon Del Rey Boulevard and Contra Costa Street, which would provide adequate space for turn pockets and would allow for efficient signal coordination. The new lane configuration recommended to accommodate the signal is shown in Figure 6-8.

c. Elm Avenue/Del Monte Boulevard

Modifications to the Elm Avenue and Del Monte Boulevard intersection are being considered as part of a gateway hotel project on the southeast corner of the intersection of Canyon Del Rey and Del Monte boulevards, on the blocks west of Imperial Street, as identified in Chapter 3 and shown in Figure 6-9.

If the gateway hotel development requires the closure of Elm Avenue to automobile traffic, pedestrian and bicycle circulation should be maintained to preserve connections to Del Monte and Canyon Del Rey boulevards and the Monterey Bay Coastal Recreation Trail. Street closure barriers, such as bollards or planters, can facilitate bicycle and pedestrian access while precluding automobile access. Street closure barriers at this intersection should be well-designed and attractive, complementing the hotel project and gateway elements nearby at the intersection of Del Monte and Canyon Del Rey boulevards.

d. West Broadway Avenue and Alhambra Street

West Broadway Avenue's intersection with Alhambra Street would possibly need to be modified based on the final access design to the proposed parking structure. If access to the parking structure is provided via Alhambra Street, it is likely that a traffic signal would be required at the Broadway/Alhambra intersection to maintain efficient vehicle flow and to provide a controlled pedestrian crossing of West Broadway Avenue. If access is provided from Hillsdale Street, a signal could be required at the Broadway/Hillsdale intersection, and the stop sign on West Broadway Avenue at Alhambra Street would need to be removed. A traffic study will be needed to assess these access needs once the parking structure design is finalized.

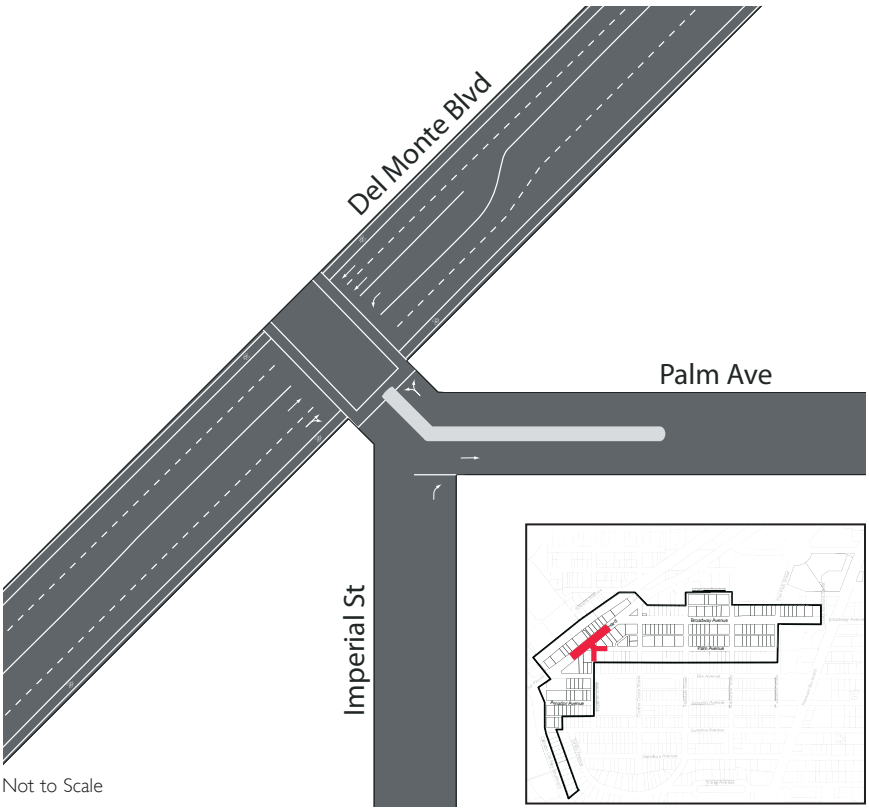


Figure 6-8. Signalized Intersection of Palm Avenue and Del Monte Boulevard
(for illustrative purposes only)

e. West Broadway Avenue and Fremont Boulevard

Broadway Avenue's intersection with Fremont Boulevard would be modified to accommodate the narrowing of West Broadway Avenue. The shared through-right turn lane on the westbound Broadway Avenue approach would be converted to a designated right turn lane.

B. Streetscape

Streetscape improvements shall be provided to accommodate and encourage pedestrian activity within the Specific Plan Area, including obstruction-free space on the sidewalks along West Broadway Avenue. The streetscape shall focus on pedestrian-scaled and pedestrian-friendly features and amenities such as benches, landscaping, lighting, bicycle racks and signage, including information on the history and points of interest in the area. The pedestrian promenade on West Broadway Avenue between Hillsdale and Alhambra streets, if

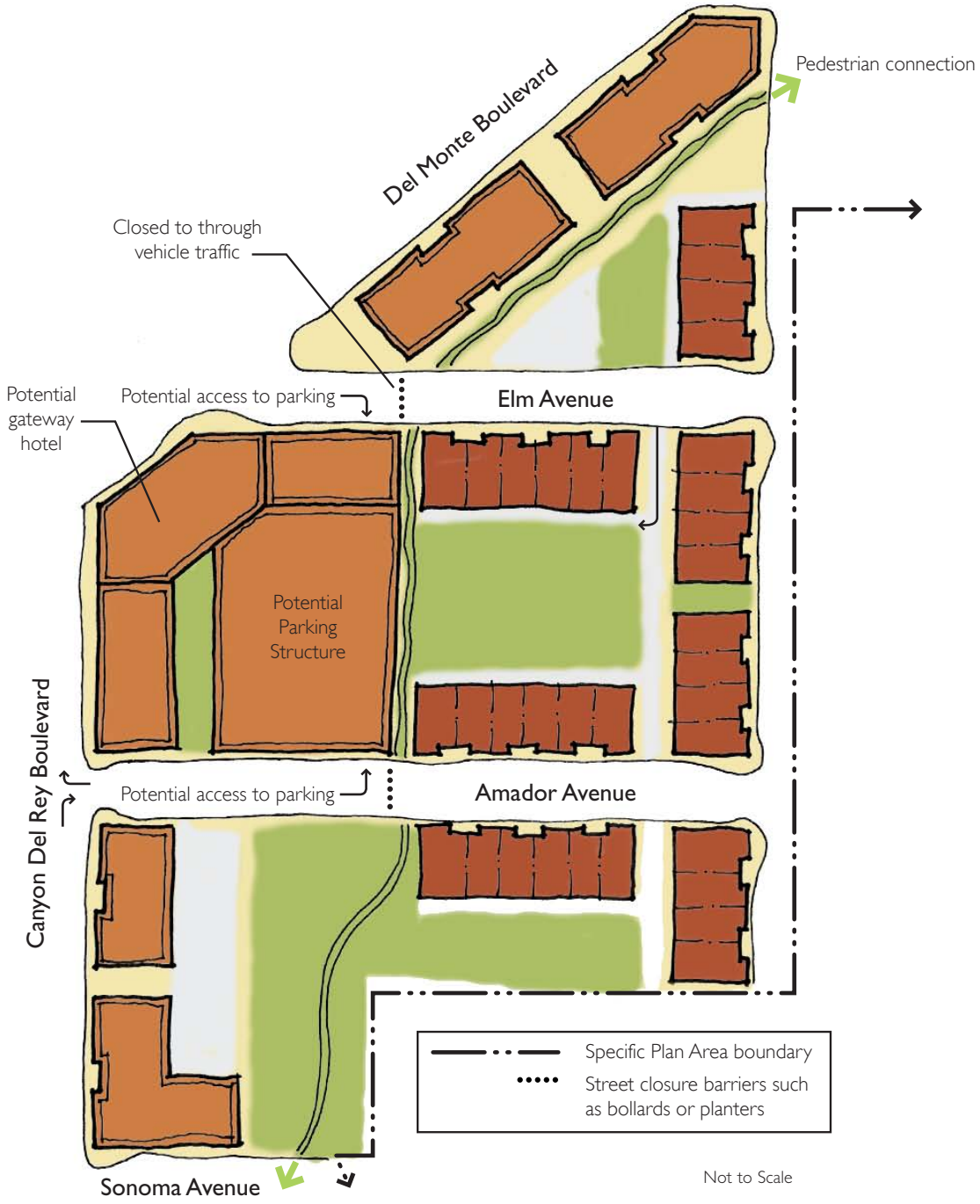


Figure 6-9. Conceptual Gateway Hotel Site and Circulation *(for illustrative purposes only)*

developed, would be clearly delineated as a pedestrian destination, with special pavement treatment and landscaping. Street trees will be planted to provide shade and visually frame the West Broadway corridor.

The primary streets of West Broadway Avenue, Del Monte Boulevard and Canyon Del Rey Boulevard will provide sidewalk space, bulbout and medians for safe pedestrian activity. Other streets in the Plan Area, particularly Palm Avenue, will be primarily residential in nature, with lower height allowances, larger setbacks and specific parking and open space standards, as identified in the development standards and design guidelines presented in Chapter 7.

C. Parking

This section describes expected parking needs and parking strategies at buildout of the Specific Plan. The Specific Plan aims to provide convenient parking without sacrificing accessibility for bicyclists and pedestrians. Detailed parking calculations are provided in a Transportation Impact Study conducted by Fehr & Peers Transportation Consultants, which is available under separate cover at Seaside City Hall.

1. Demand

At buildout of the Specific Plan, the existing standards of the City Municipal Code would require between 2,879 parking spaces to meet the projected need of additional residents, shoppers and business owners.[1] Application of the development standards proposed in this Specific Plan would result in a parking requirement of 1,363 to 1,676 spaces.[2]

One of the benefits of a mixed-use development is the opportunity for shared parking, which results in a reduction in the required parking supply. Shared parking occurs when complementary land uses in close proximity to each other are able to utilize the same parking spaces because they have different peak parking characteristics.

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[1] The Zoning Code (December 4, 2006) generally requires 1 parking space per 200 to 300 sq. ft. of non-residential uses, 3 spaces per single-family unit (including 1 guest space per unit), and 1.5 spaces per multi-family or senior housing unit (including 0.5 guest space per unit).

[2] The Specific Plan proposes 1 parking space per 500 to 750 sq. ft. of non-residential uses and 1.6 spaces per residential unit (including 1 guest space per 10 units).

Assuming a shared parking program, the average peak parking demand in the Urban Village would be approximately 1,780 parking spaces. The amount of parking supplied, as required by the Specific Plan development standards, would be approximately 500 spaces lower than the project's estimated parking demand, using the shared parking generation rates. Since it is the Plan's goal to create an urban village that facilitates multiple modes of circulation, including vehicles, transit riders, pedestrians and bicyclists, implementation of the proposed Plan would encourage the use of alternative modes of transportation by implementation of the more restrictive parking policy.

Development planned in Phase 1 of the Specific Plan would require approximately 30 percent of the total parking supply, or between 411 and 538 parking spaces. Phase 2 would require an additional 30 percent of the total supply, adding between 362 and 471 parking spaces for a total supply of 773 to 1,009 spaces. The remaining 40 percent would be generated by Phase 3 of the Specific Plan, yielding a total area supply of 1,363 to 1,676 spaces.

2. Location

Approximately 50 percent of the total parking demand would be associated with new residential uses, which typically provide parking on-site. The total non-residential supply in the Plan Area is expected to be between 629 and 942 spaces. Some of this supply would be provided as on-street parking and some would be provided in on-site surface lots, while the majority would be provided in parking structures.

a. On-Street Parking

On-street curb parking is usually the most convenient for shoppers, as it provides direct access to their destinations. On-street spaces should be managed to encourage turnover and a vacancy rate of about 20 percent. Effective management is achieved by implementing time limits or by installing parking meters. Both measures require enforcement, but parking meters have the advantage of generating revenue, which can be used to fund local streetscape improvements and other amenities. The City should monitor on-street parking occupancy and install parking meters once occupancy rates reach 80 percent during periods of peak demand. On-street parking spaces should be priced higher than nearby spaces in parking structures or surface lots to support use of the parking structure, encourage on-street space turnover, and discourage drivers from circling blocks looking for vacant spaces.

b. Surface Parking Lots

Surface parking lots would typically be provided by an individual property for their patrons. Surface parking lots should be constructed behind the buildings they serve, to support a pedestrian-friendly environment along West Broadway Avenue. However, in the Specific Plan Area, surface parking lots may not be feasibly constructed on many parcels due their small size. Where possible, property owners should make surface parking available to the general public so that parking can be shared by uses with different peak parking characteristics and demand.

c. Parking Structures

Parking structures for public use are typically constructed and managed by the local jurisdiction. Parking structures or garages have the advantage of providing large amounts of parking on a relatively small footprint, thereby encouraging a denser, more walkable environment. Garages can be combined with other uses, such as ground floor retail, to enhance building aesthetics, maintain pedestrian activity in the vicinity of the structure, and avoid 'dead zones' without any attractions to pedestrians. The City can monitor parking occupancy and set parking prices within the structures. Parking structures often benefit from shared parking, where uses with different peak parking characteristics, such as offices and residences, which can use the same parking spaces at different times.

3. Parking District

The Specific Plan proposes formation of a parking district to manage parking supply and demand within the Specific Plan Area, as well as for the value of making centralized parking available for general public use. The district would be responsible for operating and maintaining parking facilities, monitoring parking occupancy, setting parking pricing and constructing new parking spaces in surface lots or structures as needed. The district would be able to create and oversee the implementation of a parking in-lieu fee program which would allow businesses to pay a fee in lieu of providing on-site parking. This fee would allow property owners to develop their parcels with less than the required parking amount and pay a fee to the City for the remaining spaces. This conforms with Zoning Code Section 17.34.120, which allows for payment of a parking in-lieu fee where provision of off-street parking is neither feasible nor desirable, subject to approval by the Planning Commission. Until such a time that a Parking District is formed and establishes a parking in-lieu

fee program, the existing Zoning Code will apply to development in the Urban Village.

The district would provide information to businesses seeking to participate in a parking cash-out program whereby employees are offered the cash value of their parking space and can choose to spend the cash on the parking space or keep the money and use an alternative mode of travel.

The district could also implement a strategy called "Parking Plus" where the City adds public parking spaces to a new private development as that private development is being built. The "extra" spaces become public parking spaces, thus increasing the overall parking supply in the area.

4. Parking Structures

Two potential parking structures within the Specific Plan Area are described below. One is planned at the current location of the City's corporation yard, and would share a block with the planned library and other uses. The other structure will be considered as a part of a gateway hotel project at the corner of Del Monte Boulevard and Canyon Del Rey Boulevard.

Additionally, the City should consider making parking spaces available for future users of the planned transit hub. If demand exists for a park-and-ride facility, parking spaces could be made available in one of the parking structures to daytime commuters seeking to drive to the transit station before boarding the transit system. The walking distance from either parking structure site to the station is approximately 1,000 feet, which is about a five-minute walk.

a. Library/Parking Mixed-Use

A parking structure is planned on the block surrounded by West Broadway Avenue, Olympia Avenue, Hillsdale Street and Alhambra Street. This structure would share the block with a library, police sub-station, retail and residential units. The structure will serve the Specific Plan Area, as well as the Auto Center by providing limited vehicle storage to the Auto Center dealers through a lease agreement with the City.

As described in Chapter 3, access to the parking structure would be from either Hillsdale or Calaveras streets, depending on the project's configuration. If a parking garage is built behind the mixed-use development, a single entrance,

located on Hillsdale Street close to Olympia Avenue, would be appropriate. If there is a parking garage at the back of both the library and the retail areas, two entrances may be necessary, with one located on Hillsdale Street and the other on Alhambra Street. Any entrances to the parking structure should be signed for drivers on Del Monte Boulevard and West Broadway Avenue.

Primary access to an entrance on Hillsdale Street would be from Del Monte Boulevard. Primary access to an entrance on Alhambra Street would be from West Broadway Avenue if Olympia Avenue was abandoned. As development of the Urban Village progresses, a traffic study may be needed to assess whether a signal would need to be installed on West Broadway Avenue either at Hillsdale Street or Alhambra Street.

This parking structure should be operated and maintained by the City, and should provide parking for uses within the Urban Village that are unable or unwilling to provide on-site parking. The City should monitor parking structure occupancy to ensure that adequate spaces are available to Urban Village patrons. Excess supply should be leased to Auto Center dealers for storage. Revenues from parking structure operations should fund the maintenance and enforcement efforts of the parking district, as well as the construction of additional structure or surface lot spaces.

b. Gateway Hotel/Parking Mixed-Use

A parking structure should be considered as a part of a hotel project at the gateway corner of Del Monte and Canyon Del Rey boulevards. This structure could be funded in part by the City ("Parking Plus," as described above), and would serve hotel guests plus office, retail and possibly residential users in the vicinity of the hotel.

5. Neighborhood Cut-through Traffic and Parking Intrusion

The narrowing of West Broadway Avenue and intensification of land uses in the Specific Plan Area may cause some shifts in travel patterns as drivers seek to minimize their travel time and avoid congestion. The Transportation Impact Study, available under separate cover, provides detailed roadway segment volumes along key neighborhood streets that may be affected by these shifts in travel patterns.

a. Cut-through Traffic

Some drivers currently use West Broadway Avenue as an east-west connector between Fremont Boulevard and Del Monte Boulevard. When West Broadway is narrowed, this route would be less attractive to motorists driving to non-local destinations. Some of these motorists are expected to shift to nearby parallel local roadways, while others would use the arterial street network (Del Monte Boulevard, Fremont Boulevard and Canyon Del Rey Boulevard) to avoid West Broadway Avenue. Of the nearby roadways parallel to West Broadway Avenue, only Elm Avenue and Sonoma Avenue offer a comparable east-west connection between Del Monte and Fremont boulevards.

Neighborhood perceptions of acceptable traffic levels are often based on vehicle speeds and changes in traffic volumes rather than absolute numbers. The City allows local residents to place a request with the Traffic Advisory Committee that the City evaluate the need for traffic calming measures. The City then evaluates the request in light of Caltrans warrants. If warrants are met, the improvement can be installed.

b. Parking Intrusion

The intensification of uses in the Specific Plan Area will generate new parking demand as described in the previous section. If adequate parking is not provided to accommodate the new uses, then parking spillover into the adjacent neighborhoods could occur. The creation of a parking district to manage parking in the Plan Area would minimize the potential for neighborhood parking intrusion by responding to parking shortages with the construction of additional supply or improved management. The district could also implement neighborhood permit parking zones if needed, which would prevent parked vehicles owned by Plan Area shoppers, employees and residents from excessively intruding onto neighboring streets.

D. Bicycles

This section describes the bicycle network used by bicyclists to access the Specific Plan Area, and the amenities that will be provided to encourage safe and convenient bicycling to and within the West Broadway Urban Village. Bikeways are categorized in three basic ways: Class I bike paths or multi-use trails are completely separated from the street; Class II bike lanes are striped

on the street, typically 5 feet in width; and Class III bike routes are indicated with signage where bicycles share travel lanes with vehicles.

1. Planned and Proposed Bicycle Facilities

The Monterey Bay Coastal Recreation Trail, which spans the Monterey coast from Pacific Grove to the south to Castroville to the north, is a Class I bike path. While this trail runs close to the Urban Village, there is currently no direct connection. Other Class I bike paths exist parallel to General Jim Moore Boulevard (from Eucalyptus Drive to Normandy Road) and along Second Avenue (from Gigling Road to First Street) in the north area of the city. Although there are currently no bicycle facilities in the Plan Area, there are a number of planned and proposed Class II and Class III facilities within and beyond the Urban Village, as shown in Figure 6-10.

a. Seaside 2007 Bicycle Transportation Plan

The recent Bicycle Transportation Plan establishes a system of bikeways within the city, connecting to regional bicycle facilities. Among other goals, the Plan seeks to encourage cycling as a viable mode of transportation by providing a complete network of bikeways, support facilities and amenities. The Bicycle Transportation Plan discusses bicycle boulevards, noting that they should be explored and encouraged for new developments. It also notes that key elements of a bicycle boulevard include the removal of unwarranted STOP signs, the provision of traffic signals to help cyclists cross busy arterials, and the installation of traffic-calming measures to prevent excessive vehicle speeds.

The Bikeways Plan proposes Class II striped bicycle lanes along the following roadway segments:

- **Broadway Avenue** between Del Monte Avenue and General Jim Moore Boulevard
- **Del Monte Boulevard** between Broadway Avenue and Canyon Del Rey Boulevard
- **Canyon Del Rey Boulevard** between Del Monte Boulevard and Fremont Boulevard at the southern city limit

A Class III signed bicycle route is proposed on Del Monte Boulevard north of West Broadway Avenue.

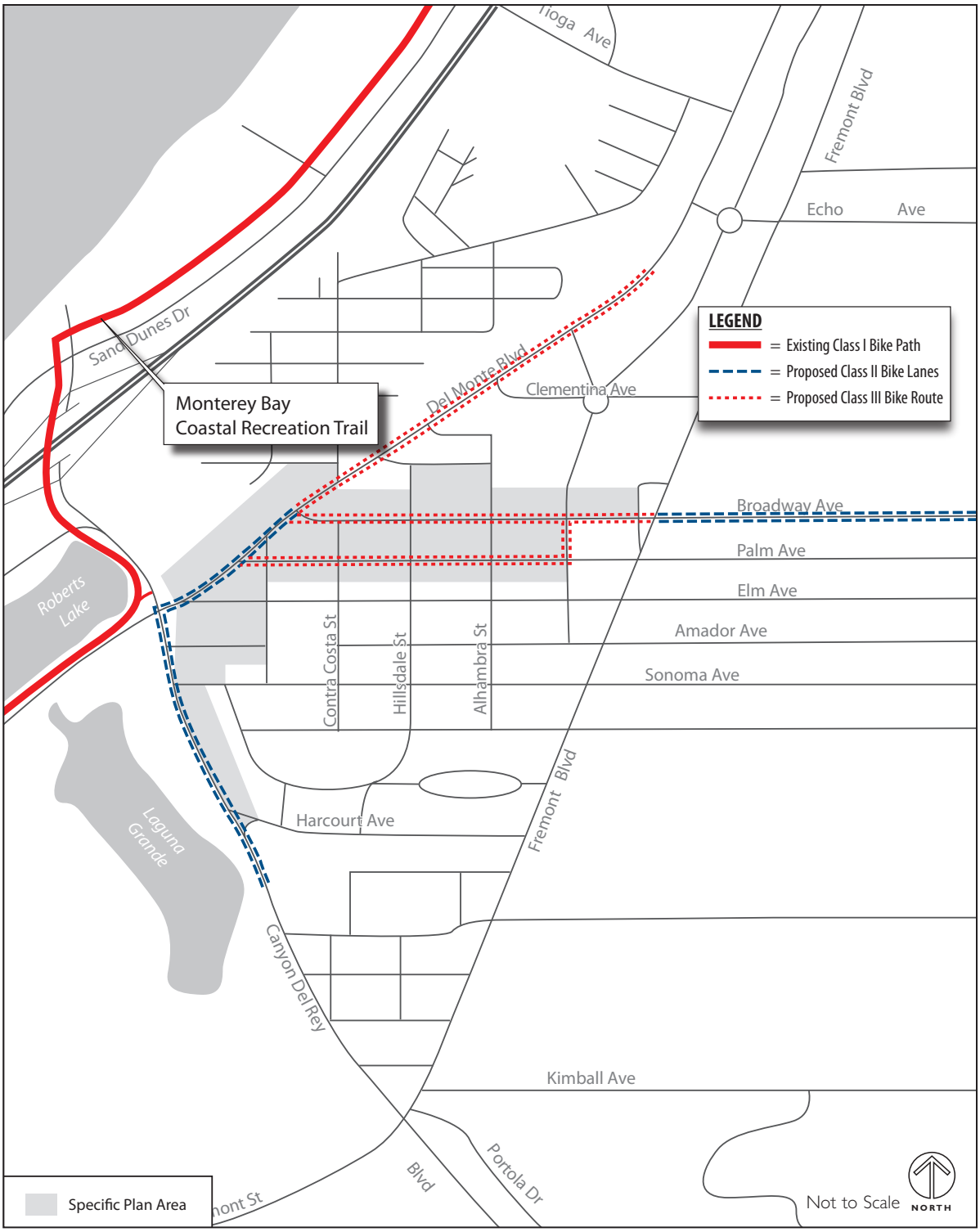


Figure 6-10. Existing and Proposed Bicycle Facilities *(for illustrative purposes only)*

b. West Broadway Urban Village Specific Plan

In addition to encouraging bicycle transportation by improving the destinations, design and amenities within the Urban Village, the Specific Plan proposes two new bicycle facilities. These facilities will improve connectivity between the residential areas to the east, the Urban Village and other regional destinations. Bicycle circulation to and through the Urban Village will make use of Class II bike lanes on Canyon Del Rey and Del Monte boulevards, and a Class III bike route on Broadway and Palm Avenues.

i. Del Monte and Canyon Del Rey Boulevards

The Specific Plan assumes that a bicycle path would not be constructed along the TAMC right-of-way, which runs parallel and just west of Del Monte Boulevard. While such a path could provide a connection to the Monterey Bay Coastal Recreation Trail Class I bicycle path, there are concerns that the right-of-way may not be wide enough for safe travel adjacent to the light rail or bus rapid transit line. Additionally, a safe crossing of Canyon Del Rey Boulevard between the TAMC right-of-way and the bike path at Roberts Lake is not feasible. Therefore, bike lanes painted on Del Monte Boulevard will provide the bicycle circulation in this area.

The Specific Plan proposes that cyclists using the TAMC right-of-way at Contra Costa Street would be directed to ride in a bicycle lane on Del Monte Boulevard between Contra Costa Street and Canyon Del Rey Boulevard. Bicyclists could join the Recreation Trail at the intersection of Canyon Del Rey and Del Monte boulevards next to Roberts Lake to ride south.

The installation of bicycle lanes along this segment of Del Monte Boulevard conforms with the recommended bicycle network presented in the 2007 Bicycle Transportation Plan. The bicycle lanes planned for Canyon Del Rey Boulevard will connect the existing lanes in Del Rey Oaks to Del Monte Boulevard.

ii. Broadway and Palm Avenues

The Specific Plan deviates from the 2007 Bicycle Transportation Plan by providing a Class III bike route along West Broadway and Palm avenues instead of installing bicycle lanes on West Broadway Avenue.

A proposed bicycle route on Palm Avenue will extend between Calaveras Street and Del Monte Boulevard, connecting to West Broadway Avenue via Calaveras Street and providing local access to the Plan Area via predominantly residential streets. This scenario would benefit from the installation of a traffic signal at Palm Avenue/Del Monte Boulevard to facilitate the crossing of Del Monte Boulevard. As mentioned previously, this signal will benefit the Urban Village area around the hotel, as it will provide a controlled crossing of Del Monte Boulevard for pedestrians and bicyclists, and will improve vehicle access to the hotel and a potential parking structure. Signage would be provided along West Broadway Avenue directing motorists to share the road with cyclists who choose to use this route. Signage and pavement legends directing bicyclists would be provided along both roadways to clarify the recommended paths of travel.

The installation of a traffic signal at the Palm Avenue/Del Monte Boulevard intersection will facilitate the transition between the bicycle route on Palm Avenue and the bicycle lanes on Del Monte Boulevard. The provision of a bicycle route along West Broadway Avenue will allow for wider sidewalks and outdoor seating along West Broadway Avenue in lieu of right-of-way required for bicycle lanes.

2. Bicycle Amenities

Bicycle parking should be installed at highly visible locations that are as close as possible to the main entrance of the destination, and are located at least as conveniently as the most convenient automobile parking space available to the general public. Bicyclists destined for the Broadway corridor could access the area via several cross streets including Contra Costa, Hillsdale and Alhambra streets. Refer to Chapter 7 identifies specific bicycle amenities required.

E. Pedestrians

The Specific Plan anticipates that new development and redevelopment will substantially increase the number of pedestrians in the West Broadway Avenue area. Improvements, as described in this section, are necessary to develop a continuous network of pedestrian paths that will serve residential and commercial mixed-use development in the Specific Plan Area.

The development standards and design guidelines in Chapter 7 of this Specific Plan set standards for streetscape improvements and provide guidelines for public and private development to improve the appearance, safety and connectivity for pedestrians in the Urban Village.

1. Pedestrian Network

Pedestrian connectivity improvements contained in this Specific Plan include:

- **Public plazas.** Public plazas can strengthen and reinforce pedestrian connections within the Urban Village. Well-lit and landscaped public plazas with pedestrian amenities and public art should be located on the southwest corner of the realigned intersection of West Broadway Avenue and Del Monte Boulevard, in front of the library/parking project, and in relation to the transit station.
- **Pedestrian paseos.** Paseos located mid-block along West Broadway Avenue and Del Monte Boulevard will strengthen pedestrian connections between the residences on Palm Avenue and the transit station on Del Monte Boulevard. Paseos will be well-lit and offer active ground floor uses, pedestrian amenities and landscaping. Paseos will link to either West Broadway Avenue or Del Monte Boulevard, thus providing a destination.
- **Pedestrian promenade.** A short pedestrian promenade may be located at the center of West Broadway Avenue between Hillsdale and Alhambra streets, in front of the future library/parking project. The promenade would provide space for temporary events, and street trees, while remaining accessible for emergency vehicles. A textured crosswalk will guide pedestrians through the promenade from one side of the street to the other.

2. Pedestrian Amenities

Pedestrian amenities encourage and enhance a pedestrian environment. Pedestrian facilities include the following:

- **Crosswalks.** Crosswalks will be installed at the intersections of West Broadway Avenue with Hillsdale, Alhambra and Calaveras streets. A mid-block crosswalk would be highly desireable between Hillsdale and Alhambra streets to provide direct access to the Library/garage and

potentially to the pedestrian promenade. The realigned intersection of West Broadway Avenue/Del Monte Boulevard/Contra Costa Street will have crosswalks on all four legs, with pedestrian pushbuttons and pedestrian signals with countdown heads.

- **Accent paving.** Accent paving should be used to identify pedestrian-oriented zones, including crosswalks and portions of the center lane along West Broadway Avenue.
- **Sidewalks.** Sidewalks will be provided along all street frontages within the Plan Area as the area redevelops. Sidewalks will be widened in places along West Broadway Avenue, providing a minimum of 10 feet of clear walking space. Sidewalks on other roadways should provide at least 6 feet clear. Sidewalks will provide additional space for pedestrian amenities and for businesses such as cafes to extend into the sidewalk.
- **Sidewalk bulb-outs.** Bulb-outs should be included at all intersections along West Broadway Avenue to increase visibility and thus safety for pedestrians crossing West Broadway.
- **Intersection safety amenities.** Intersections should be equipped with pedestrian countdown signals, high-visibility crosswalks, pedestrian-level lighting and median islands, where appropriate, for the safety of pedestrians crossing the street.
- **Street trees.** Appropriate types of trees will be planted strategically along West Broadway Avenue and Del Monte Boulevard to enhance the aesthetics of the Urban Village and provide shade for pedestrians and buildings, while keeping key sight lines open.
- **Street furniture.** Street furniture, including benches, planters and bicycle racks, will establish points of respite and gathering places along the streets in the Urban Village.
- **Trash and recycling receptacles.** Adequate trash receptacles, along with recycling receptacles, will be provided throughout the Urban Village.
- **Signage.** Appropriate signage will identify specific sites of interest to pedestrians. Wayfinding signage will direct bicyclists to the bike boulevard and other bicycle facilities.

- **Pedestrian-level lighting.** Adequate lighting will be provided throughout the Urban Village with a focus on safety and visibility for pedestrians as well as reducing glare.

F. Transit

Fixed-route bus and shuttle service in the Plan Area is currently provided by Monterey-Salinas Transit (MST). No buses currently serve West Broadway Avenue directly, but the implementation of the Specific Plan and the construction of the transit hub could justify changes to the transit system in the Urban Village.

1. Transit Organizations/Agencies

Two agencies are responsible for transit service within the Plan Area. The Transportation Agency of Monterey County (TAMC) is responsible for distributing funds for public transit and other transportation projects in Monterey County. Monterey-Salinas Transit (MST) runs the bus and shuttle services in the area.

a. Transportation Agency of Monterey County

TAMC is responsible for developing and maintaining a multimodal transportation system in Monterey County. TAMC owns the rail right-of-way (ROW) for the Monterey Branch Line, and is planning a 16-mile service that will connect to a planned station in Castroville and provide local transit alternatives with key stations in Monterey, Seaside, Sand City and Marina/CSUMB. TAMC is also evaluating the extension of Caltrain from its current terminus at Gilroy to Pajaro, Castroville and Salinas to provide access to the San Francisco Bay Area.

In the Specific Plan Area, the rail right-of-way parallels Del Monte Boulevard, and a transit platform is planned around where the ROW crosses Contra Costa Street. TAMC is currently studying the specific type of transit service to provide along the right-of-way, but options include bus rapid transit (BRT) and light rail transit (LRT). The main feature of a BRT system is having a dedicated bus lane which operates separately from all other traffic modes, which, in this case, would be the rail ROW. A LRT system would provide light rail service, similar to a commuter streetcar or tram that carries passengers, not cargo, along the ROW.

b. Monterey-Salinas Transit (MST)

MST provides fixed-route bus service and shuttle service in Monterey County. MST bus stops for Routes 10, 11 and 20 provide transit service in the Plan Area. The MST Edgewater Transit Exchange is located approximately one mile north of the Urban Village at the intersection of Playa Avenue and Metz Road in the City of Sand City. In addition to the routes discussed above, the Transit Exchange is served by Routes 2X, 6, 9, 16, 17 and 55. These transit routes provide additional services to the Cities of Carmel, Gilroy, Marina, Monterey, Morgan Hill, Pebble Beach, San Jose and Salinas.

2. Multi-Modal Transit Hub

The Urban Village is intended to be a multi-modal hub where people can walk, bicycle and take transit to a range of destinations. Drivers should be able to find convenient parking and then walk safely and conveniently to multiple destinations. Residents of the Urban Village will be able to access shops and services by walking or biking, with convenient transit service to other locations. The transit hub would serve MST bus lines in addition to TAMC BRT/LRT service.

Convenient access to the transit station should be provided for all modes of travel. The transit station should be oriented toward the northwest corner of the realigned intersection of Del Monte Boulevard and Contra Costa Street, encouraging pedestrian access to the transit center directly from the intersection. The intersection should be equipped with crosswalks, pedestrian countdown signals and pedestrian-level lighting to encourage safe connections from the transit station, across Del Monte Boulevard, to West Broadway Avenue. Pedestrian access will be provided through a complete, connected network of sidewalks with crosswalks and pedestrian signals at all key crossing locations. Bicycle access should be provided by clearly marked connections to bike paths, lanes and routes.

When sufficient demand for transit has developed along West Broadway Avenue, MST should consider running a bus line along West Broadway Avenue and installing bus stops and shelters to further facilitate pedestrian and transit access to the West Broadway Urban Village. Up to three bus bays should be provided at the transit station to aid multi-modal transfers. Once the transit hub is in service, local bus routes and schedules should be reviewed to allow timely transfers between local and regional transit service.

Vehicle pickup and drop-off of passengers could be provided off Olympia Avenue to the north of the station. The closure of Olympia Avenue at Contra Costa Street could enable the provision of curbside loading zones for kiss-and-ride transit riders.

DEVELOPMENT STANDARDS AND DESIGN GUIDELINES 7

The Development Standards and Design Guidelines in this chapter provide design guidance for development projects undertaken in the West Broadway Urban Village Plan Area. The ultimate goal for these standards and guidelines is to promote the orderly development of the Urban Village in conformance with the vision and goals included in this Specific Plan.

Graphics are included to illustrate guideline intent. They are not intended to depict the only design solution to a specific standard or guideline.

The Development Standards and Design Guidelines contain language that reflects the following principles:

- **"Shall"** or **"Must"** indicate a design standard and means that conformance is mandatory.
- **"Should"** or **"Strongly Encouraged"** mean that conformance will be strongly encouraged by the City through the review process and that the guideline is intended to be a recommendation about how to implement the goals for development, which are provided in Section B of this chapter.

The standards are intended to mandate necessary design components in building projects that will help to create or preserve good urban fabric. The guidelines encourage high-quality building and site design while allowing flexibility for designers. All changes to existing or new development, including façade improvements, are subject to review by the Board of Architectural Review.

The provisions written in these Development Standards and Design Guidelines, when in conflict, shall take precedence over the City of Seaside Zoning Ordinance and other relevant Municipal Code sections within the West Broadway Urban Village Specific Plan Area. The Seaside Zoning Ordinance continues to be applicable to issues not addressed by these Development Standards and Design Guidelines.

A. Goals for Development

The goals that follow apply to all areas of development in the West Broadway Urban Village Specific Plan Area.

1. Contribute to a Village Identity

- ♦ New development projects should establish individual identity while complementing the character of traditional design established within the context of the Urban Village and the city.
- ♦ Gateways to the West Broadway Urban Village should demarcate the transition to the area from Highway 1, Sand City, Monterey and other parts of Seaside.

2. Encourage High-Quality Building Design

- ♦ New development should display quality and character through materials and architectural expression such as massing, articulation and roof forms.
- ♦ Buildings should be designed so as to provide attractive and detailed façades on all sides that face streets and adjacent development.

3. Facilitate Multiple Modes of Circulation

- ♦ Streets should enhance the non-vehicular environment by introducing a scale that is conducive to pedestrian and bicycle use.
- ♦ Sidewalks should be functional and maximize pedestrian access to development projects.
- ♦ Streetscapes should be attractive and functional for pedestrians as well as vehicular traffic.
- ♦ The spaces between and around buildings should contribute to a larger network of non-vehicular connections between neighborhood and cross-town destinations.

4. **Strengthen the Pedestrian Realm**

   - Landscape and building elements, such as enhanced paving materials, accent lighting, streetscape furniture and adequate sidewalk space, should contribute to pedestrian environments that are aesthetically attractive and physically safe.
   - Mixed-use commercial areas should include pedestrian amenities that contribute to active and economically-vibrant environments.

5. **Strategically Locate Parking**

   - New development should decrease the visual prominence of the automobile and related parking facilities.
   - Surface parking lots should be sited in ways that allow buildings and landscaping to be the primary focal elements viewed from streets.

6. **Incorporate Sustainable Design Principles**

   - New development should minimize energy consumption, conserve water use, and use recycled or sustainable building materials.
   - Landscaping should be appropriate to the local climate and provide stormwater collection and retention.

B. Development Standards

The following development standards apply to the West Broadway Urban Village Specific Plan Area. They are intended to support the development of an active and lively downtown with a pedestrian-oriented mix of residential and commercial buildings that will draw visitors, shoppers and residents to the area. All new development, remodeled exteriors and new signage are subject to design review by the Board of Architectural Review (BAR). Table 7-1 lists permitted uses on ground floors and on upper floors. Except for provisions as laid out in the Specific Plan, definitions in Title 17 apply and can be found in Section 17.70 of the Municipal Code.

B.1.1 Permitted Ground Floor Uses

For development on all parcels that front onto primary streets, newly constructed buildings are required to have a mix of uses. Ground floor level retail sales and service uses or eating and drinking establishments are required for all parcels that front onto Broadway Avenue, Del Monte Boulevard and Olympia Avenue. The following uses are permitted:

B.1.1.1 Retail Sales and Services that include the following:

- **Specialty Food Retail**, including but not limited to the following: groceries/drug stores (under 15,000 square feet); coffee/tea; candy; gourmet foods; ice cream; pastry/desserts; yogurt/dairy; doughnuts/bakery; wine.
- **Specialty Goods Retail**, including but not limited to the following: cooking supplies/culinary; general housewares; decorator/art and design centers (including tile, floor and wall coverings); architectural showrooms and supplies; specialty hardware; specialty gardening supplies; antiques selling previously used, high-quality goods; party supplies; lamps and lighting; household accessories; stationery; books and magazines; musical instruments.
- **Quality Goods and Services**, including but not limited to the following: small crafts; art supplies; picture framing; specialty furniture; clothing/shoe stores; thrift/consignment stores; electronics and computers; cameras/photography service and supplies; sporting goods; outdoor/sports clothing and supplies; toys/games; cards/gifts; jewelry/watches; florists.
- **Personal Services**, including but not limited to the following: dry cleaning; shoe repair; seamstress; tailor; minor appliance repair; barber and beauty

shops; finance and insurance services; pharmacy and drug stores. Excludes check cashing businesses.

- **Business Services** that have the capacity to generate a high degree of pedestrian activity, such as photocopying service. Mailing and mail box services, outdoor advertising services, copying and quick printing services, computer-related services (rental, repair).

B.1.1.2 Eating and Drinking Establishments that include the following:

- Restaurants serving alcoholic beverages and/or providing entertainment, provided those activities are ancillary to the restaurant use.

- Chairs and tables for outdoor dining and carts for merchant display may be permitted on sidewalks, paseos and other public rights-of-way and shall be consistent with Design Guidelines for the West Broadway Urban Village, provided that:
  a. The use maintains a minimum six-foot wide travel zone that is clear and unimpeded for pedestrian traffic, and
  b. The use does not infringe on the full width of the building entrance or otherwise impede access to and from the building.

B.1.1.3 Small-scale light manufacturing as an accessory to a primary retail use to allow for a wholesale component of a retail business, including the following and similar uses: bakery; upholstery; tile-making; screen-printing; architectural showroom and supplies.

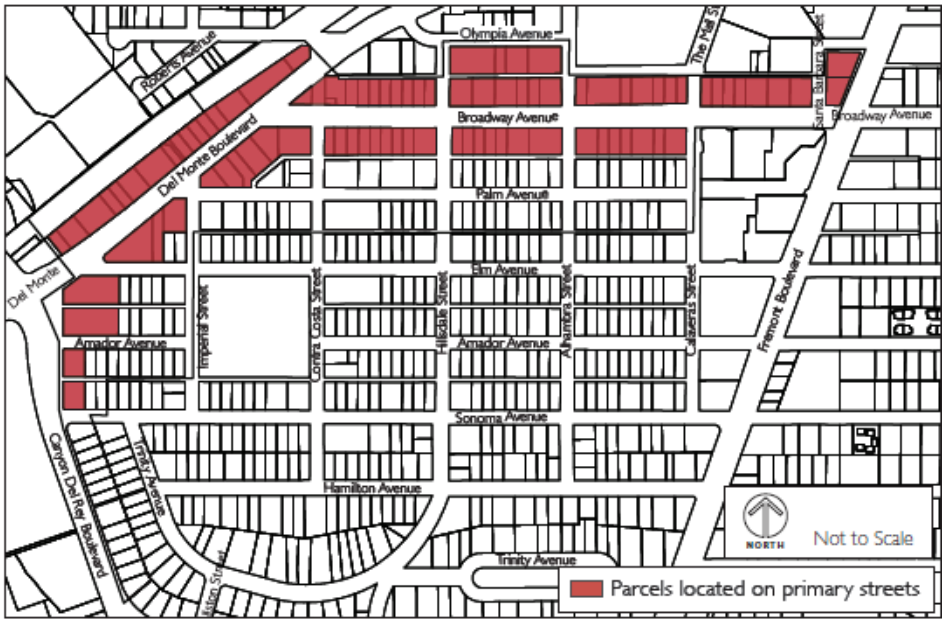


Figure 7-1. Permitted Uses on Primary Streets - MX Zone *(for illustrative purposes only)*

B.2 Permitted Uses On The North Side Of Palm Avenue And Its Intersecting Streets - Rh/Mx Zone

Palm Avenue is envisioned as a primarily residential street. Typically, uses on Palm Avenue will follow the regulations of the Table 7-1-and Section B.3; however, small-scale professional office and residential serving retail uses at the ground floor of properties fronting onto the north side of Palm Avenue and the immediately adjacent sections of Contra Costa, Hillsdale, Alhambra, and Calaveras Streets as seen in Figure 7-2, may be conditionally approved.

Figure 7-2. Permitted Uses on the North Side of Palm Avenue – RH/MX Zone *(for illustrative purposes only)*

B.3 Permitted Uses ON ALL OTHER STREETS– RM/POS Zone

All other streets in the Plan Area are envisioned as being primarily residential in character. These streets, including the half-block portion of the intersecting streets as shown in Figure 7-3, shall be developed at densities that will create a transitional area between the adjacent blocks of the new mixed-use area to the north and existing single-family residential to the south.

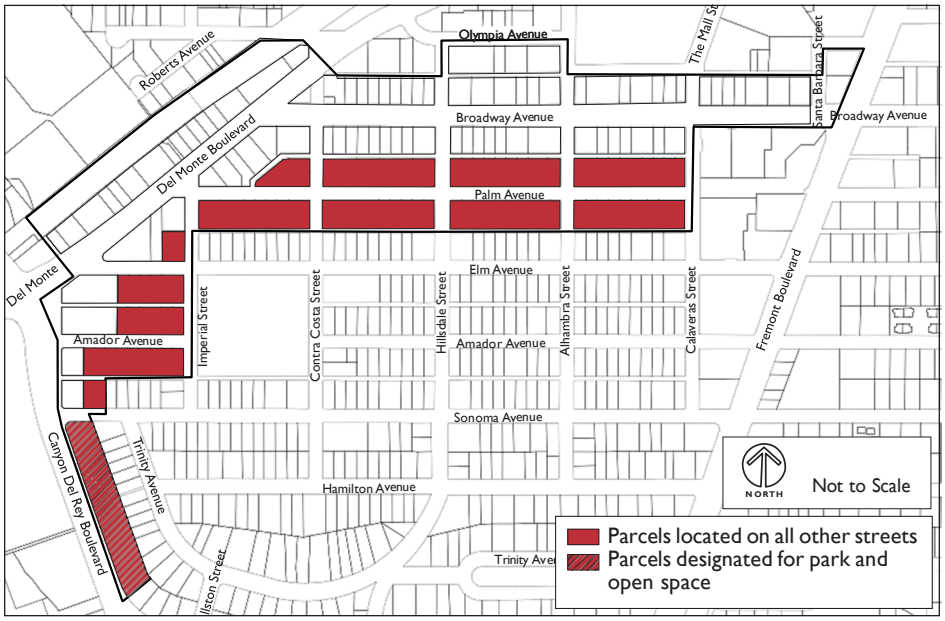


Figure 7-3. Permitted Uses on All Other Streets – RM/POS Zone *(for illustrative purposes only)*

Parcels would not become parks or open space unless acquired by the City. Undeveloped parcels could be developed with open space recreation uses consistent with the goals of the Specific Plan. The uses discussed in Section B.3 apply to the Canyon del Rey parcels zoned as POS until such time that they are purchased by the City and converted to parks or open space.

B.3.1 Live-work

For live-work units on parcels which front onto streets other than West Broadway Avenue, Del Monte Boulevard and Olympia Avenue, the following regulations apply:

B.3.1.1. Live-work, defined in this Specific Plan as residential living spaces that include an integrated work space on the parcel that is principally used by an owner/occupant. No more than two employees other than the owner/occupant are permitted.

B.3.1.2 A second type of live-work, consisting of ground floor office with residential above, except for the south side of Palm Avenue only.

B.4.1 Similar and Compatible Use Determinations

B.4.1.1 The Zoning Administrator has the authority to deem uses not specifically listed in Table 7-1 as similar and compatible to listed uses. The Zoning Administrator must make the following findings in order to deem the unlisted use as Permitted or as subject to a Minor Use Permit:

- The Zoning Administrator must deem the unlisted use as similar and compatible to listed uses and must cite the potential for the proposed use to facilitate vitality, to contribute to pedestrian activity, to provide visual access for pedestrians into the ground floor use, and to substantially conform with the Vision and Goals (Chapter 2) and Specific Plan Policies (Chapter 4) of the Urban Village Specific Plan.

B.4.1.2 The Planning Commission has the authority to deem uses not specifically listed in Table 7-1 to meet the purpose and intent of the Urban Village Specific Plan. The Planning Commission must make the following findings in order to deem the unlisted use as subject to a Use Permit:

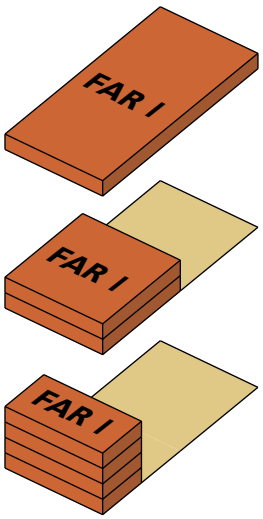
- The Planning Commission must deem the unlisted use as similar and compatible to listed uses and must cite the potential for the proposed use to facilitate vitality, to contribute to pedestrian activity, to provide visual access for pedestrians into the ground floor use, and to substantially conform with the Vision and Goals (Chapter 2) and Specific Plan Policies (Chapter 4) of the Urban Village Specific Plan.

TABLE 7-1. PERMITTED USES

Use	Primary Streets		North side of Palm Ave		All other Streets	
	Ground floor	Upper floors	Ground floor	Upper floors	Ground floor	Upper floors
Specialty Food Retail	●					
Specialty Goods Retail	●					
Quality Goods and Services	●					
Eating and Drinking Establishments , excluding drive-thrus	●					
Personal Services, excluding check cashing businesses	●		●			
Small-scale Light Manufacturing [i]	●		●			
Business Services	●		●			
Bars and Nightclubs	○					
Child Care Facilities	◒	◒	◒	◒	◒	◒
Day Spas	◒	◒				
Therapeutic Massage	○					
Health and Exercise Facilities	◒	◒				
Specialized Education	◒					
Public Halls, clubs, lodges, meeting facilities	○					
Recreational Facility- Indoor, excluding card rooms	○					
Banks and financial institutions, excluding check cashing businesses	○					
Professional and Government Offices				◒		
Medical and dental offices		●		◒		
Civic and Cultural Facilities	◒		●			
Plazas, Paseos, and Parks	●					
Public Health Facility	◒	◒				
Outdoor Entertainment	◒					
Parking Structures	○	○	●	●	○	
Multi-Family Residential		●	●	●	●	●
Single-Family Residential			●	●	●	●
Live-Work [ii]			●		●	
Live-Work Office/Residential [iii]			●			
Lodging, on a less than monthly basis	◒	◒	◒	◒		○

● PERMITTED ◒ MINOR USE PERMIT ○ USE PERMIT

[i] See B.1.1.3 [ii] See B.3.1.1 [iii] See B.3.1.2



An example of how FAR can be distributed.

B.4 Development Intensity

New development in the West Broadway Urban Village Specific Plan Area shall not exceed development intensity as stated in this section, according to use. In order to ensure the vitality and activity of the West Broadway Urban Village, the allowed intensity of development shall be highest on the commercial mixed-use streets and lower on streets bordering existing residential areas. The densities below ensure that new development is economically viable and create an appropriate scale and intensity to promote an active urban environment.

B.4.1 Floor-Area Ratio

Floor-area ratio (FAR) is defined as the floor area of the building divided by the total project site area. FAR includes all floors of a building but does not count on-site, covered parking. The allowable FAR for parcels in the West Broadway Urban Village Specific Plan Area is as follows:

B.4.1.1 For all commercial and mixed-use development with a residential component: 3.0 FAR. Where residential is part of a mixed-use development, the FAR shall include the residential dwelling units.

B.4.1.2 For mixed-use development with office above retail: 2.5 FAR.

B.4.1.3 For residential development: 2.5 FAR with 80 percent site coverage.

B.4.2 Residential Density

Residential density is calculated by dividing the total number of dwelling units by site acreage (du/acre). Density shall be calculated on a project-wide basis. The allowable residential density for parcels in the West Broadway Urban Village Specific Plan Area is as follows:

B.4.2.1 Where residential is part of mixed-use development: 30 to 60 du/acre.

B.4.2.2 Where unique site or project constraints exist, residential density at mixed-use development may occur at a minimum density below 30 du/acre with approval of the Planning Commission.

B.4.2.3 For all other residential development: 20 to 30 du/acre.

B.4.2.4 For residential on the south side of Palm Avenue: 10 to 20 du/acre

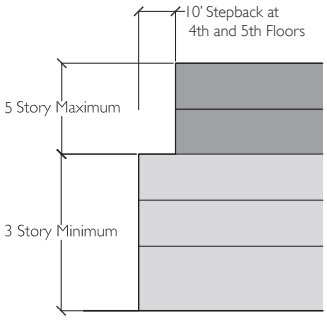
B.5 Height Standards

Height requirements are intended to ensure that the heights of new buildings contribute to the new character of the West Broadway Urban Village while being sensitive to the existing built fabric of the Specific Plan Area. Heights are measured from sidewalk or finished grade to the highest point of the roof. In all areas, architectural ornamentation may exceed the given height limit by a maximum of 10 feet. See Figure 7-4 for a key to height standard locations. Existing buildings that are demolished such that 75 percent or more of the existing building is affected shall be viewed as new construction and subject to these height standards. Interior tenant improvements are exempt from these height standards.

B.5.1 District 1: Both sides of West Broadway Avenue and Del Monte Boulevard, south side of Olympia Avenue, and Canyon Del Rey Boulevard between Amador Avenue and Sonoma Avenue

B.5.1.1 3 stories minimum, 5 stories maximum.

B.5.1.2 The fourth and fifth stories shall step back from third-story street walls 10 feet minimum.



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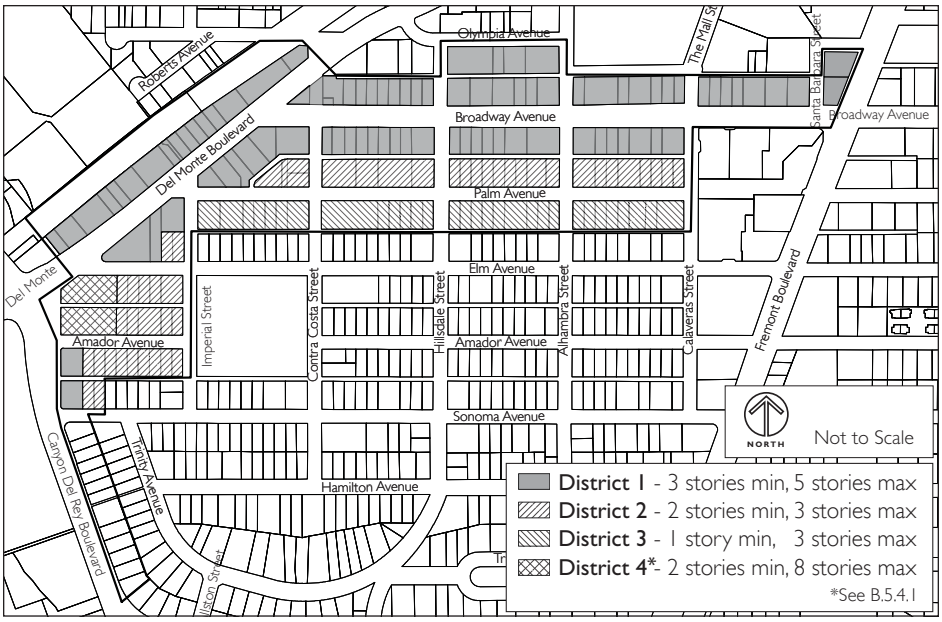
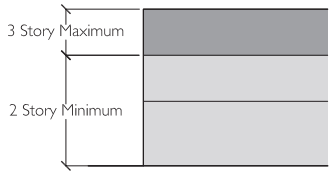


Figure 7-4. Height Districts *(for illustrative purposes only)* *See B.5.4.2



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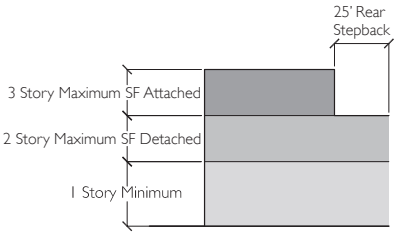

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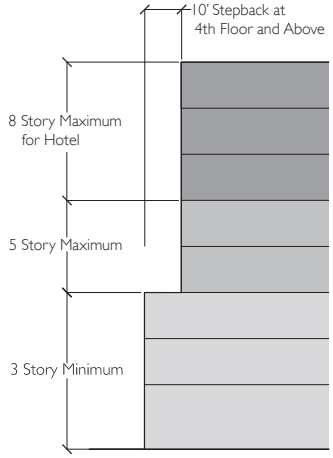


B.5.4

B.5.2 District 2: North side of Palm Avenue, Elm Avenue, Amador Avenue, Sonoma Avenue and Imperial Street

B.5.2.1 2 stories minimum, 3 stories maximum.

B.5.3 District 3: South side of Palm Avenue

B.5.3.1 1 story minimum, 3 stories maximum for single-family attached.

B.5.3.2 1 story minimum, 2 stories maximum for single-family detached.

B.5.3.3 The third story shall step back from the rear property line a minimum of 25 feet where abutting existing residential lots to the south.

B.5.4 District 4: Canyon Del Rey Boulevard Between Elm Avenue and Amador Avenue

B.5.4.1 3 stories minimum, 5 story maximum for all uses except hotel, 8 stories maximum for hotel use only.

B.5.4.2 The fourth story and above shall step back from third-story street walls 10 feet minimum

B.6 Setback Standards

To create a pedestrian-friendly environment in the West Broadway Urban Village, mixed-use buildings shall be built up to the right-of-way (ROW), generally indicated by the edge of the sidewalk. Residential buildings may be set back from the street property line. Figure 7-5 indicates setbacks on primary streets. Figure 7-6 indicates setbacks for all other streets.

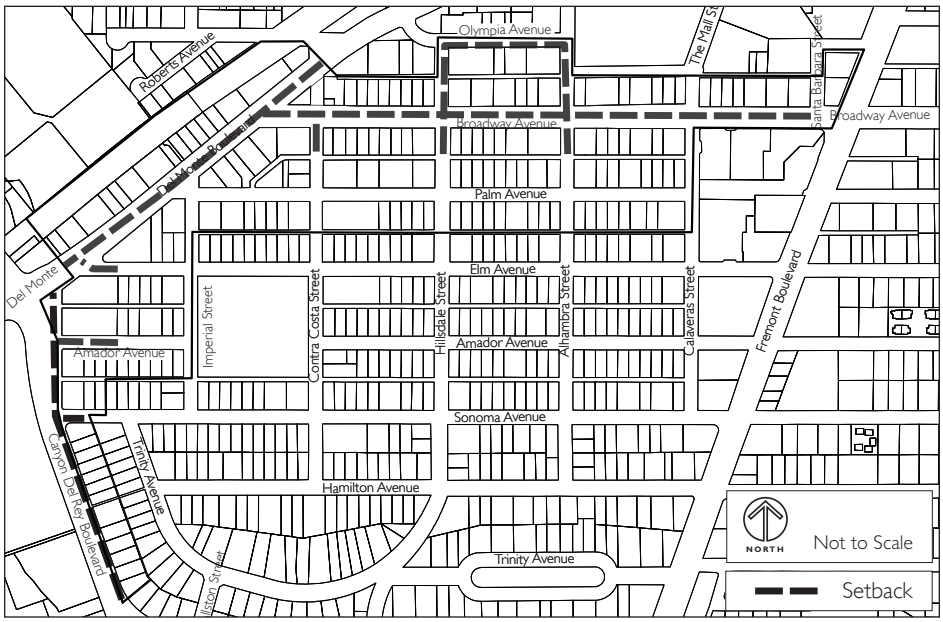


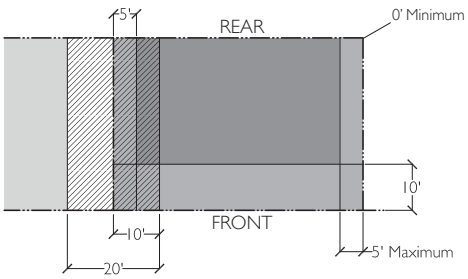
Figure 7-5. Setbacks on Primary Streets *(for illustrative purposes only)*

B.6.1 Setbacks on West Broadway Avenue, Olympia Avenue, Del Monte Boulevard, Canyon Del Rey Boulevard and the First Block of Side Streets

B.6.1.1 *Front Setbacks*: **0 feet minimum, 10 feet maximum.**

Development fronting onto primary streets, plus first half-block of side streets, shall have:

- Building walls built to the street frontage for a minimum of 70 percent of the site.
- A maximum of 30 percent of the street frontage used for entry forecourts, paseos, outdoor plazas or parking access.
- The building wall at the street frontage built with a minimum of 60 percent of the ground floor consisting of windows or store-fronts with views into the building.



B.6.1.2 *Side Setbacks*: **0 feet minimum and 5 feet maximum** except for driveway access and paseos.

- *Side Setbacks For Paseos*: 20 feet from building face to building face, subject to review by the Fire Marshall.

B.6.1.3 *Rear Setbacks*: no rear setback requirements.

B.6.2 Setbacks on All Other Streets

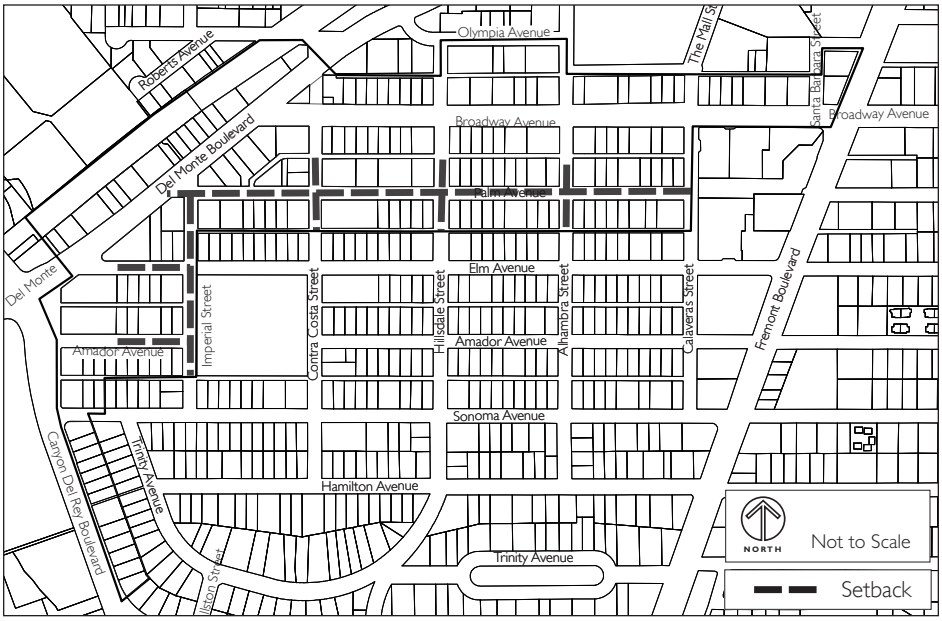


Figure 7-6. Setbacks on All Other Streets *(for illustrative purposes only)*

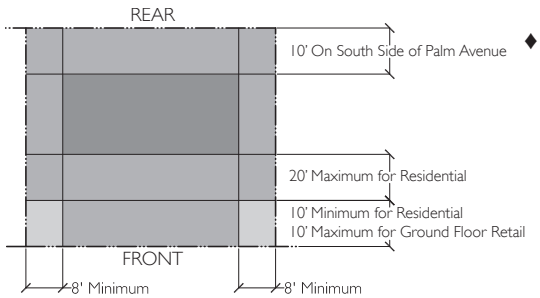
B.6.2.1 *Front Setbacks*: **10 feet minimum and 20 feet maximum**

- 0 feet minimum and 10 feet maximum where commercial ground floor uses are developed along the north side of Palm Avenue (see Section B.1.4 above).

B.6.2.2 *Side Setbacks*: **8 feet minimum**.

B.6.2.3 *Rear Setbacks*: no rear setback requirements except for the south side of Palm Avenue.

- **10 feet** for properties fronting onto the south side of Palm Avenue to buffer impact of development on existing residences to the south.



B.6.3 Special Setback Standards

B.6.3.1 At corner parcels, setback requirements from the primary street also apply to the secondary street.

B.6.3.2 Public plazas are exempt from street frontage setback requirements.

B.7 Open Space Standards

New development in the West Broadway Urban Village Specific Plan Area shall provide open space as stated in this section, according to use. Mixed-use developments are required to provide publicly-accessible open space in the form of plazas, paseos and other greenspace. Standards and guidelines specifically related to plazas and paseos are described in Sections D.2 and D.3. Residential developments are required to provide private open space (defined as exterior space attached to individual units, such as balconies or secure yard space) and/or common open space (defined as secure space available to all residents of a project, such as a roof deck or garden above the base of the building).

B.7.1 Commercial and Office

B.7.1.1 Development shall provide 100 square feet of usable public open space for every 2,000 square feet of developed building footprint. This open space may be provided off site in a plaza or paseo if it is located in the West Broadway Urban Village Specific Plan Area, and if approved by Planning Commission.

B.7.1.2 Parcels of less than 10,000 square feet are exempt from open space requirements.

B.7.2 Residential

B.7.2.1 All development with residential dwelling units shall provide a minimum of 80 square feet per unit of private open space and 100 square feet per unit of common open space.

B.7.2.2 Multi-family residential development shall provide active recreation elements for residents of all ages in common areas (outdoor, indoor, or both).

B.7.2.3 On the south side of Palm Avenue, residential units may have rear yards.

B.7.3 Connectivity

B.7.3.1 All public open spaces shall be accessible to the public during daylight hours and in the evening when businesses are open, and shall be designed to connect with public rights-of-way and adjacent public open spaces in the vicinity.

B.8 Parking Standards

New development in the West Broadway Urban Village Specific Plan Area shall provide parking as stated in this section, according to use. The requirements here intend to minimize the impact of parking on the West Broadway Urban Village and to re-enforce the intended transit and pedestrian-oriented character. Requirements for renovation, enlargements or use changes apply only to net new floor area and/or the incremental increase in parking demand that accompanies a new higher intensity use. Incremental parking requirements shall be rounded to the next whole number when the fraction is 0.5 or higher.

B.8.1 Non-Residential Parking Requirements

B.8.1.1 Commercial, retail, office and all other non-residential uses shall require one space per every 500 square feet of development. Parking provided in private off-street facilities may not exceed one space per 400 square feet of development. If private parking remains open for non-exclusive use by the general public one space per 750 square feet is required.

B.8.1.2 Places of public assembly having fixed seating (i.e. auditoriums, theaters, assembly halls, etc.), shall be required to provide one (1) space for every four (4) persons of occupancy.

B.8.1.3 On-street parking along street frontages of projects may be counted toward the parking requirement. When a space falls on the line of two properties, it may be fractionally counted toward the requirement for each.

B.8.1.4 Where an existing private lot is converted to a shared lot that is open for non-exclusive use, spaces that are provided in excess of the amount required may be leased to other establishments.

B.8.1.5 The Zoning Administrator may grant a reduction of up to 25 percent of off-street parking requirements upon provision of an approved Transportation Demand Management plan for the project and tenants. Additionally, Zoning Code Section 17.34.120 allows for payment of a fee where provision of off-street parking is neither feasible nor desirable, subject to approval by the Planning Commission.

B.8.2 Residential Parking Requirements

B.8.2.1 For all residential and mixed-use development in the West Broadway Urban Village Specific Plan Area, parking for dwelling units with two or more bedrooms shall be required at 1.5 spaces per dwelling unit. Parking for one bedroom or studio units shall be required at 1.0 space per dwelling unit.

B.8.2.2 Guest parking shall be required for all multi-family complexes of ten dwelling units or more at a rate of one space per ten dwelling units (or portion thereof). Residential development within a mixed use building is exempt from this standard.

B.8.3 Mixed-use Parking Requirements

B.8.3.1 For mixed-use developments, when two or more uses are located on the same lot or parcel or within the same building, the number of off-street parking spaces required shall be the sum of the total of the requirements of the various individual uses computed separately.

B.8.3.2 In cases where operators of uses wish to cooperatively establish and operate parking facilities, and certain uses generate parking demands primarily during hours when the remaining uses are not in operation or have a low demand, a reduction of up to 25 percent in the total number of spaces may be granted by the Zoning Administrator upon provision of an approved Transportation Demand Management plan for the project and tenants.

B.8.4 Parking Lots and Structures

B.8.4.1 New parking lots shall not front Broadway Avenue or corner parcels. Parking lots and structured parking shall be located at the rear or side of buildings.

B.8.4.2 Multi-story parking structures shall be lined with commercial, retail or residential use where allowed at the ground floor at street frontages.

B.8.5 Bicycle Parking

B.8.5.1 Bicycle parking shall be provided at 10 percent of vehicle requirements for all uses except single-family residential development.

B.8.5.2 For mixed-use development, secure bicycle parking shall be provided at each entrance, and include a shelter, as feasible.

B.8.5.3 Bicycle parking shall be installed at highly visible locations that are close to the main entrance of a destination.

B.9 Sustainable Development Standards

The intensity of land use and the pedestrian- and bicycle-friendly character envisioned by the West Broadway Urban Village Specific Plan will further the City's sustainability goals by ensuring that new buildings in the Urban Village incorporate sustainable design principles of minimizing energy consumption, conserving water, and use recycled or sustainable building materials. In addition, landscape and streetscape design will incorporate sustainability principles. The general measures listed below shall be reviewed and considered by all designers and builders in the Specific Plan Area.

B.9.1 Building Construction: Building Materials

B.9.1.1 Where feasible, renovate and add to existing buildings rather than demolish or build new buildings.

B.9.1.2 Recycle demolition and construction debris to the maximum extent possible. Deconstructive reuse and recycling is highly encouraged. Debris should be sorted on the job site and taken to recycling centers to ensure materials are being recycled.

B.9.1.3 Use locally-produced, extracted, harvested, recovered and manufactured building products from northern California as much as possible.

B.9.1.4 Use high-quality green or sustainable construction materials, products and furnishings with the maximum amount of recycled content available, where feasible.

B.9.1.5 Use recycled materials for building interiors, such as recycled carpet and recycled glass countertops.

B.9.1.6 Use "rapidly renewable" materials wherever appropriate, such as bamboo, engineered lumber and paper-based "cellulose" insulation.

B.9.1.7 Use low-emitting materials for all interior adhesives, sealants, paintings, coatings, carpet systems, composite wood and agrifiber products, and cleaning products.

B.9.1.8 Insulate and seal the building envelope while providing energy-efficient ventilation and fresh air exchange.

B.9.1.9 Provide recycling, composting and trash receptacles in all common areas. Central building collection locations for all waste types should be provided for pickup by waste haulers.

B.9.2 Building Construction: Doors and Windows

B.9.2.1 Install size-appropriate windows to balance natural light while reducing heat gain during the warm season.

B.9.2.2 Use Low-E (low-emissivity) glazing, dual and triple pane glazing and other energy-efficient window glazing technologies.

B.9.2.3 Install exterior shading over doors and windows, such as trellises, trees, awnings and overhangs to reduce heat gain during the warm season. Passive solar design should be incorporated such that heat gain is maximized during the cool season.

B.9.2.4 Provide window treatments such as shades and blinds that will diffuse incoming light and control glare.

B.9.2.5 Install operable windows in all commonly-used building areas. Operable windows can take advantage of the breezes in Seaside for natural cooling.

B.9.3 Building Construction: Water and Graywater

B.9.3.1 Install low water use fixtures and appliances. Use "on-demand" water heaters and low water use appliances such as front-loading clothes washers, water-efficient dishwashers, low-flow toilets and water-saving showerheads.

B.9.3.2 Collect and reuse rainwater, such as with a rooftop catchment system, to supplement landscape water use.

B.9.3.3 Pre-plumb buildings as feasible to allow for the installation of "graywater" systems and/or solar hot water systems. Water recycled from clothes washers, dishwashers and other uses should be collected and reused in the landscape, if coordinated with health standards.

B.9.4 Building Construction: Heating, Ventilation and Air Conditioning (HVAC)

B.9.4.1 Install the most energy-efficient equipment feasible, such as sensor-controlled and economized HVAC systems, automatic-adjustment or occupancy-sensing lighting systems, Energy Star-qualified products, and interior design that optimizes the use of natural light.

B.9.4.2 Provide automatic shut-off HVAC controls to allow building heating and cooling to be turned off when building is not in use or when target temperatures are reached.

B.9.4.3 Use an Energy Management System (EMS) to heat and cool only occupied rooms.

B.9.5 Building Construction: Alternative Energy Generation

B.9.5.1 Pre-wire buildings as feasible to allow use of solar and wind electricity generation. Ensure that the electrical wiring and system is sized to accommodate additional amperage due to photovoltaic and wind-generated energy on-site.

B.9.5.2 Install solar photovoltaic panels as feasible to provide on-site energy generation. Sell unused energy back to the power company as possible.

B.9.5.3 Install solar hot water collectors as feasible to replace or supplement conventional water heating loads.

B.9.5.4 Install wind turbines where possible to utilize energy from the wind. Use wind turbines that avoid or reduce avian impacts.

B.9.5.5 Consider site layout and design of buildings in relation solar orientation and sea breezes to supplement heating and cooling loads.

B.9.5.6 Design for passive solar heat gain, where appropriate, using dark colored, dense materials that absorb heat from the sun and radiate back into the building interior slowly, such as concrete, adobe, brick and plaster. Roof systems should be designed so as not to absorb excessive heat that burdens HVAC systems.

B.9.5.7 Consider the installation of radiant floor heating or other efficient space heating technologies that eliminates forced air systems in buildings.

B.9.6 Landscaping and Streetscape

B.9.6.1 Use only native and other drought-resistant or drought-tolerant landscaping, and group landscaped areas by water need. Irrigation shall be drip irrigation directed where needed. Large areas of mowed lawn landscaping are not allowed.

B.9.6.2 Provide opportunities to recycle green waste. Recycling of landscape material should be made easy by providing bins at convenient locations. Shrubs that require trimming are discouraged.

B.9.6.3 Provide adequate shading of plazas, sidewalks, parking areas, common areas and buildings, where appropriate. Trees and trellises help to control heat gain in and around buildings.

B.9.6.4 Include low-impact development stormwater collection and treatment measures to control peak run off flow and volume. Where possible, increase permeable surface area on-site by employing stormwater management features such as permeable pavement, vegetated filter strips, vegetated drainage swales, flow-through planter boxes, infiltration basins or trenches, media filtration devices and vegetated roofs.

B.9.6.5 Encourage the use of rooftop rainwater catchment systems to reduce irrigation from potable water sources and eliminate excess stormwater runoff from roof structures.

B.9.6.6 Use reclaimed water systems such as on-site wastewater recycling when possible for landscape irrigation systems.

B.9.6.7 Install recirculating systems for recycled water in all decorative water features.

B.9.7 Lighting

B.9.7.1 Provide energy efficient interior and exterior light fixtures. For new construction and large renovations in the West Broadway Urban Village, interior and exterior lighting shall meet or exceed 2008 California Energy Commission standards for lighting efficiency.

B.9.7.2 Install lighting fixtures that are certified with the International Dark-Sky Association's (IDA) Fixture Seal of Approval. (www.darksky.org)

B.9.7.3 Use sensor-controlled interior lights. Sensors ensure that lights automatically turn on when rooms are occupied and off when vacant.

B.9.7.4 Install photosensors at building interiors. These devices automatically dim lighting levels when natural light in the building is abundant.

B.9.7.5 Light exterior only as necessary; use the minimum light setting required to provide adequate security and safety. Focus lighting fixtures downward, use pedestrian-scaled fixtures, and ensure all fixtures have cut-off shading to resist light leakage into the night sky.

B.9.7.6 Position lighting in a manner that will reduce or avoid glare.

C. Design Principles

This section discusses basic principles for future development in the West Broadway Urban Village. These principles, although straightforward and rudimentary, should be considered in the preliminary phases of the design of a project. The goal inherent in these principles, and the guidelines in this document, is to produce a built environment that facilitates a high degree of pedestrian activity.

1. Building Orientation
Entrances to buildings shall face onto a public street.

2. Building Massing
The massing, or three-dimensional volumetric form, of larger buildings shall be broken into smaller components that more readily relate to the human scale.

3. Pedestrian Orientation
Site planning, building design and landscaping of projects should implement design solutions that provide amenities, maximize access and optimize the use of new development by pedestrians.

4. Building Components
A building shall have a base, a middle and a top, which can be achieved for any architectural style or building type.

5. Façade Composition
The design of building façades shall incorporate elements that help to break up long, undifferentiated walls or sides of buildings and facilitate a relationship with the building's users as well as its landscape setting.

6. Relationship to the Human Form
Building façades shall incorporate design features and architectural elements that relate to the scale of the pedestrian.

7. Sustainability
Development shall incorporate elements and features that minimize impact on the natural and built environment.

D. Commercial Mixed-Use Development

This section contains standards and guidelines for new and redeveloped construction in the West Broadway Avenue and Del Monte Boulevard mixed-use areas. Developers are encouraged to implement a vertically mixed-use typology, such as multi-family residential or office use above a retail use.

Sections

D.1 Site Planning
D.2 Design for Pedestrians
D.3 Open Space
D.4 Parking
D.5 Building Design
D.6 Landscape Design
D.7 Signs
D.8 Lighting

D.1 Site Planning

INTENT: To ensure that new development creates an attractive West Broadway Urban Village that is comfortable for residents and visitors.

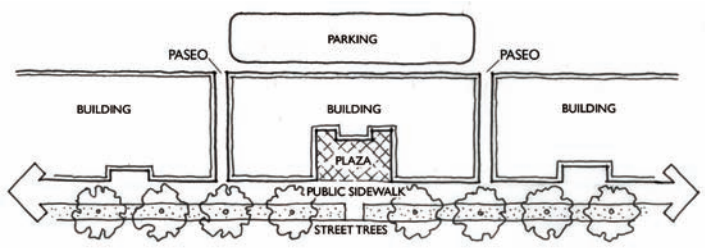
D.1.1 Building Location and Orientation

Standards

D.1.1.1 Parking shall not be allowed between the building and street edge.

Guidelines

D.1.1.2 Main façades with entrance doors and windows should front upon the primary street.



Proper building orientation and location of parking.

D.1.1.3 The location of site uses should be coordinated with adjoining properties to avoid creating nuisances such as noise, light intrusion, invasion of privacy and traffic, particularly when development is adjacent to sensitive uses such as residential development.

D.1.1.4 Owners of adjoining properties are strongly encouraged to develop shared facilities such as driveways, parking areas, pedestrian plazas and walkways.

D.1.2 Corner Sites

Guidelines

D.1.2.1 At street corners, new development should either be sited on the corner property lines or set back from the corner to provide a public open space that provides direct access to the buildings or frames an open space between buildings.

D.1.2.2 Buildings located on corners should include special design and architectural features that help to anchor the intersection.

D.1.2.3 To address the corner location, articulation of the building mass should be provided at corner sites, including, but not limited to, creating a rounded or angled facet on the corner, location of the building entrance at the corner and/or an embedded corner tower.

Building set back at corner to provide space for outdoor dining.

Well-articulated corner massing.

D.1.3 Development Along Alleys

Standards

D.1.3.1 Alleys shall have paving materials that accommodate pedestrian and vehicular traffic.

D.1.3.2 All trash bins shall be secured and screened from view.

Guidelines

D.1.3.3 Alleys should be treated as pedestrian connections where restaurants, flower shops and other commercial establishments are encouraged.

D.1.4 Service and Refuse Areas

Standards

D.1.4.1 Trash enclosures shall be constructed of durable and washable materials and the color, texture, and architectural detailing shall be consistent with the overall site and building design. Materials should be graffiti-resistant.

D.1.4.2 Trash enclosures shall be designed for collection from a side street, alleyway or parking area to avoid collection trucks needing to maneuver in busy roadways.

D.1.4.3 Roofs of trash or service enclosures shall be designed to complement the project buildings' roof style and colors.

D.1.4.4 Loading and service entrances shall not intrude upon the public view, nor interfere with pedestrian and vehicular flows within the project site.

Guidelines

D.1.4.5 Trash enclosures, service areas, utility meters, and mechanical and electrical equipment should be screened from public view and located for convenient access by service vehicles.

D.1.4.6 Screening of service areas should be integrated into the overall building and landscape design.

Screened trash enclosure.

D.1.5 Small-Scale Manufacturing Projects

Standards

D.1.5.1 Large truck deliveries shall be limited to the hours between 8 a.m. and 5 p.m. when adjacent to residential development.

Guidelines

D.1.5.2 The visual character of development that houses a small-scale manufacturing use should be compatible with surrounding development and relate in size and scale to adjacent buildings and uses.

D.1.6 Sustainable Site Development

Guidelines

D.1.6.1 Existing buildings should be reused and incorporated into new development, if possible. If reuse or incorporation of existing buildings is not possible, then buildings materials should be recycled.

D.1.6.2 Solar access should be considered when site planning. Buildings should maximize the use of winter and summer sun for efficient energy use and reduce shading on neighboring properties and public spaces.

D.1.6.3 Non-automobile modes of transportation should be encouraged by providing no more than the minimum number of vehicle parking spaces, creating attractive pedestrian environments and providing bicycle parking.

D.2 Design for Pedestrians

INTENT: To ensure that pedestrian movement and amenities are an important part of the development of the site.

D.2.1 Pedestrian Orientation

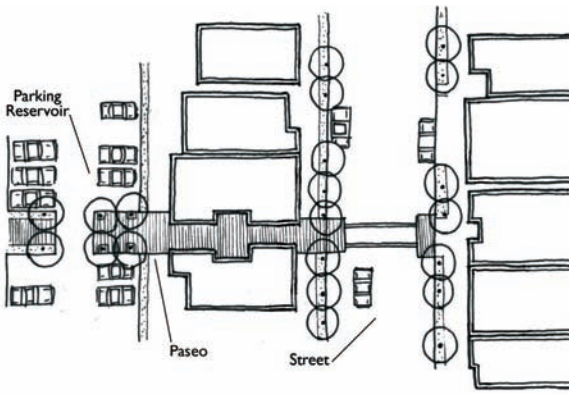
Standards

D.2.1.1 All commercial mixed-use areas shall emphasize pedestrian orientation by creating attractive pedestrian spaces which utilize such features as plazas, interior walkways and paseos, ornamental gates, trellises, lighting, plant materials, seating, fountains, etc.

Attractive pedestrian space with planters, seating and sidewalk paving.

D.2.1.2 Outdoor pedestrian space shall be landscaped and include appropriate street furniture to facilitate pedestrian activity.

Nicely landscaped outdoor pedestrian space.



Pedestrian connection between parking and streets.

Well-designed plaza promoting pedestrian activity.

D.2.1.3 Attractive well-marked pedestrian links between parking and buildings shall be provided. The connections shall be designed as safe, clearly marked and attractive pedestrian walkways across parking spaces and landscaped areas.

D.2.1.4 All commercial mixed-use buildings shall be publicly-accessible via a path or walkway from a public sidewalk.

Guidelines

D.2.1.5 Pedestrian connections within development projects should include spaces such as plazas to encourage and attract pedestrian activity.

D.2.1.6 Pedestrian paths and plazas should be lit with pedestrian-scale lighting conforming to the guidelines in Section B.9.7.

D.2.1.7 Pedestrian paths and plazas should use permeable paving materials whenever possible.

D.3 Open Space

INTENT: To give design guidance for the amount, layout and materials of public, private and common open spaces.

D.3.1 Public Open Space

Guidelines

D.3.1.1 Plazas, building forecourts and paseos should be developed to maximize circulation opportunities between adjacent buildings.

D.3.1.2 Seating areas should be provided and coordinated with shading, landscaping, lighting and views to focal points.

D.3.1.3 Permeable paving materials should be used whenever possible.

D.3.1.4 Outdoor gathering spaces should be provided for residents and tenants that provide opportunities for 'eyes on the street' and amenities such as benches, barbeques and bocce ball courts that will encourage people to socialize communally.

A plaza providing opportunity for activity between buildings.

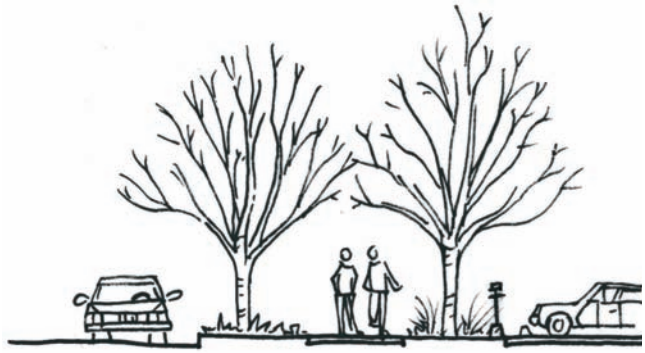
D.3.2 Private Open Space

Guidelines

D.3.2.1 Private residential open space areas should be configured and designed to ensure privacy for residential uses while also providing linkages to the public open space components of the project.

D.3.2.2 Permeable paving materials should be used whenever possible.

D.3.2.3 Outdoor gathering spaces should be provided for residents and tenants that provide opportunities for 'eyes on the street' and amenities such as benches, barbeques and bocce ball courts that will encourage people to socialize communally.



Parking buffered by landscaping.

Pedestrian paseo to parking located at the rear of buildings.

D.4 Parking

INTENT: To minimize the impact of surface parking on the aesthetic character desired for quality commercial mixed-use development in the West Broadway Urban Village.

D.4.1 Parking Area Design

Standards

D.4.1.1 Surface parking areas facing a public street are discouraged. If unavoidable, they shall be buffered by landscaping or low walls and fencing. For security purposes, openings shall be incorporated into the design of buffers to provide views into the site.

Guidelines

D.4.1.2 Parking areas should be located in the rear of projects, or beneath buildings, with pedestrian connections between the parking areas and the street.

D.4.1.3 Parking should be integrated within the project and visually de-emphasized.

D.4.1.4 Landowners should be encouraged to enter into shared parking agreements that allow uses with different peak hours of operation to utilize off-street parking facilities provided by another building or use.

D.4.1.5 All outdoor parking areas should be divided into smaller units to decrease visual impacts associated with large expanses of pavement and vehicles, and to facilitate safe and efficient pedestrian movement between parking and residential and commercial development.

D.4.1.6 Permeable paving materials should be used whenever possible.

D.4.2 Access Drives

Guidelines

D.4.2.1 Building siting and parking design should maximize opportunities for shared parking, access entries and driveways in order to minimize the number of curb cuts and thus limit possible conflict between pedestrians and automobiles.

D.4.2.2 Whenever possible, vehicle access should be provided from side streets and alleys to limit the number of driveways along the main thoroughfares.

D.4.2.3 Access on corner lot driveways should be located as far as possible from intersections, but no less than the minimum required by City standards.

D.4.2.4 All new projects should provide bicycle racks that are located close to the buildings and do not impede pedestrian or auto circulation. Whenever possible, bicycle areas should be covered and located in areas that are clearly visible to site users.

Shared access to parking lot.

Bicycle parking located in front of buildings.

D.5 Building Design

INTENT: To guide in shaping the urban form of the West Broadway Urban Village in a manner that is consistent with the City's vision for the area, displaying a human-scaled rhythm through materials and architectural elements such as façade articulation, accented entries, window patterns and roof forms.

D.5.1 Façade Articulation

Standards

D.5.1.1 Buildings shall be articulated to reflect a small-scale street frontage rhythm, with building storefront widths of approximately 30 to 50 feet.

D.5.1.2 Where multiple tenant spaces are incorporated into a building, individual tenant spaces shall be located within the building bays. This can be achieved by any of the following:

- Placing a column, pier or pilaster between façade elements.
- Applying a vertical slot or recess between façade elements.
- Providing variation in plane along the building wall.
- Varying the building wall by recessing the storefront entrance or creating a niche for landscaping or for a pedestrian area.

D.5.1.3 Buildings shall have a clearly defined base and roof edge so that the façade has a distinct base, middle and top at a scale that relates to an individual person.

D.5.1.4 Building façades shall have elements that relate to the scale of a person.

Multiple tenants in one building.

Building façade with distinctive base, middle, top and pedestrian-scale elements.

D.5.1.5 All façades shall emphasize three-dimensional detailing such as cornices, window moldings, textures and reveals to cast shadows and create visual interest on the façade.

Guidelines

D.5.1.6 Façades without openings or changes in wall planes should be avoided.

D.5.1.7 Articulation should add three dimensional interest to the façade and not rely on "false" detailing.

D.5.1.8 Projecting elements such as awnings, trellises and overhangs should be used as an effective means of integrating the architectural edge with the adjoining pedestrian areas, adding three-dimensional interest to the façades and enhancing the sense of entry into the building.

D.5.1.9 One or more of the following elements should be used to articulate a building façade:

- Design details for the top of a building, including cornice lines, parapets, eaves, brackets and other detailing.
- Design details for the body, or middle, of the building, including windows, awnings, trellises, canopies, pilasters, columns, decorative lighting and window boxes.
- Design details for the base of a building, including recessed entry areas, covered outdoor areas and alcoves.
- Vertical architectural features, such as columns, piers, pilasters and slots.

Facade detailing.

Awnings shaping pedestrian space at the base of buildings.

Relief sculptures and murals add character to facades.

D.5.1.10 Ground-floor façades should be designed to give individual identity to each retail establishment. Each shop should have a distinct façade with a unique character.

Recessed entry to upper level floor uses.

D.5.2 Entries

Standards

D.5.2.1 Entries to ground-floor retail areas shall occur from main streets, and shall be accented with features such as moldings, lighting, overhangs or awnings.

Guidelines

D.5.2.2 Main building entries or entries to upper story uses should be recessed into entry bays to create transitional spaces between the street and buildings.

D.5.2.3 Entrances should incorporate one or more of the following treatments:

- ♦ Marked by a taller mass above, such as a tower or volume that protrudes from the rest of the building surface.
- ♦ Accented by special architectural elements, such as columns, overhanging roofs, awnings and ornamental light fixtures.
- ♦ Indicated by a recessed entry or recessed bay in the façade.
- ♦ Sheltered by a projecting awning or canopy, designed as a canvas or fabric awning or as a permanent architectural canopy utilizing materials from the primary building.

Entrance accented by columns and recession.

D.5.3 Doors and Windows

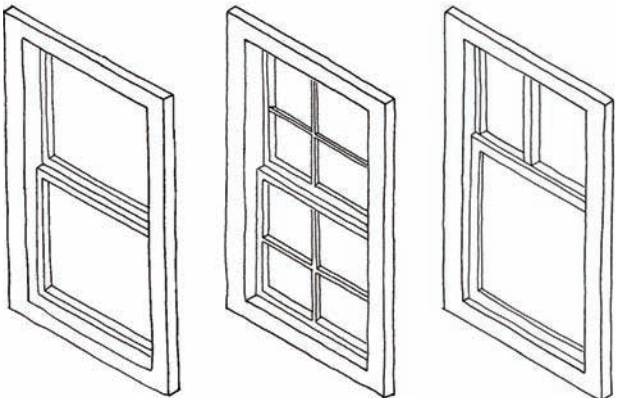
Standards

D.5.3.1 Where unique use or occupancy requirements preclude the addition of windows, such as theaters or parking structures, exterior walls shall be painted with murals, designed to provide architectural relief, or shall be screened by landscaping and pedestrian amenities, such as trellises, benches, sculpture or shade structures.

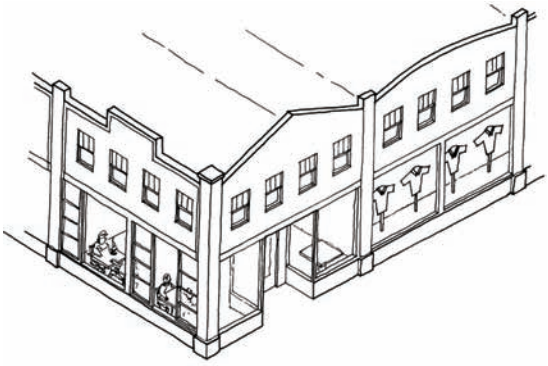
D.5.3.2 Upper story windows shall be detailed with architectural elements, such as sills, molded surrounds, lintels and sliding devices.

D.5.3.3 Operable windows shall be used.

D.5.3.4 Window size and design shall be proportional to the size of the facade and architectural treatments.



Upper store window detailing.



Windows distinguish first-floor retail and comprise most of the façade at street-level.

D.5.3.5 Multi-pane window for all uses shall be either true divided or simulated divided. "Simulated divided light grids," snap-in muntins (i.e. post or bars used to separate glass in a sash into multiple panes) and those located within double-paned glass should not be used.

D.5.3.6 Clear glass shall be used in ground-floor windows and doors. Deeply tinted glass or applied films shall not be permitted on ground floors.

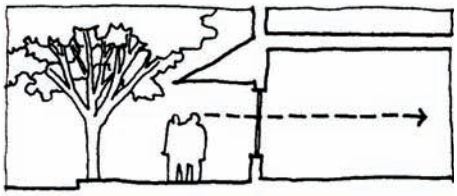
Guidelines

D.5.3.7 Window patterns should architecturally distinguish a building's first floor retail character, with a higher percentage of windows than on upper floors.

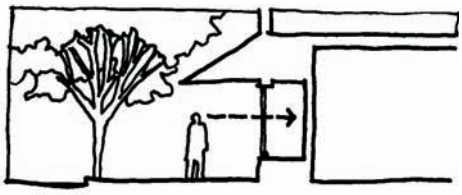
D.5.3.8 A minimum of 60 percent of linear store frontage at the primary street façade should be used for windows.

D.5.3.9 Doors at main entries should use high quality materials such as crafted wood, stainless steel, bronze and other ornamental metals.

D.5.3.10 Commercial storefronts should include street-oriented display windows. These windows should provide visual access to the inside of the building, while also serving as an area for merchandise display. Enclosed display window areas should be provided where actual windows cannot be provided.



Visual access through storefront windows.



Enclosed display window area.

D.5.3.11 The function and design of windows should be consistent with the use within.

D.5.3.12 Windows should maintain consistency in shape and location across the façade and be coordinated with façades of adjacent buildings. Unifying patterns should include a common window header line and aligned vertical centerlines of windows and doors.

D.5.3.13 Non-reflective films, coatings, low emissivity glass, and external and internal shade devices should be used for heat and glare control.

D.5.4 Awnings and Canopies

Standards

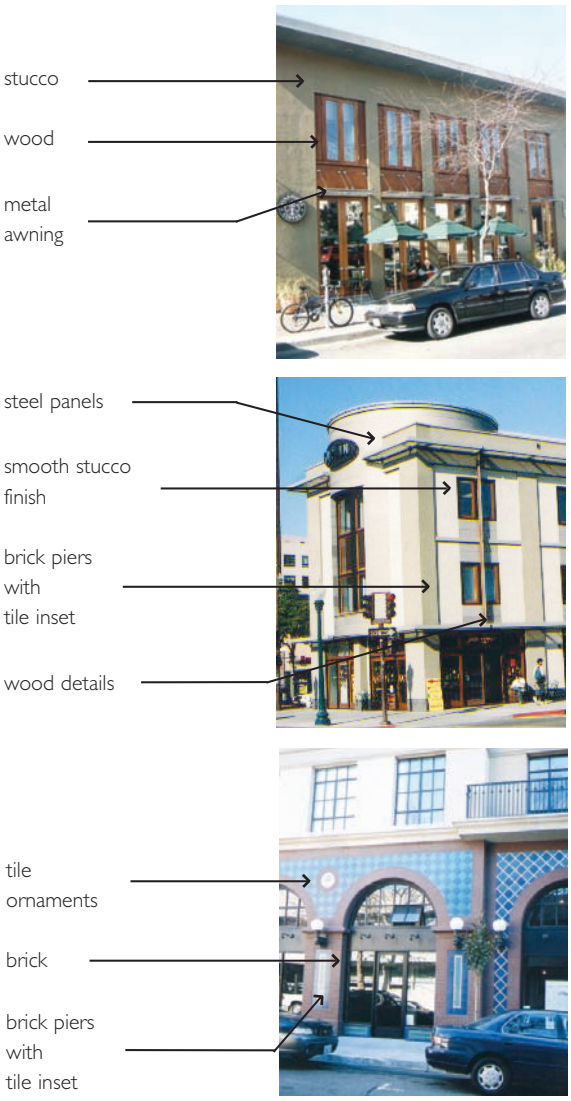
D.5.4.1 Canopies over building entries shall be incorporated into the design of the building, including colors and material detailing.

D.5.4.2 Backlighting of transparent or translucent awnings shall not be allowed.

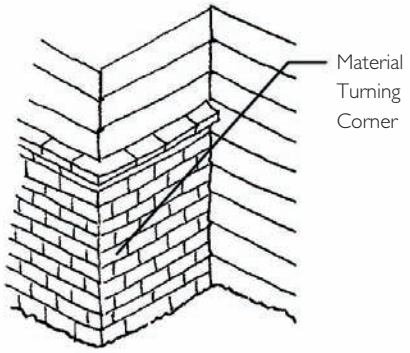
Guidelines

D.5.4.3 Awnings are encouraged, and if used, should be provided over each storefront of buildings with multiple storefronts. These awnings should be located within the individual structural bays and should not hide architectural detailing.

D.5.4.4 Awnings should be made of durable materials that can withstand high winds, weathering by salt laden air and be easily maintained and cleaned.



Variety of materials articulating and creating an interesting and attractive building façade.



Brick veneer wraps around building corner.

D.5.5 Building Materials

Guidelines

D.5.5.1 A wide variety of materials is strongly encouraged to articulate different building elements, including the ground-floor façade, vertical elements such as columns and pilasters, roof and parapet terminations and window sills.

D.5.5.2 Within a design theme, a variety of durable materials and textures is strongly encouraged. Such materials may include both traditional materials, such as wood and stucco, and materials such as concrete, structural steel, corten steel and other high-quality durable metals which have not been used traditionally.

D.5.5.3 Metals that are not treated or coated should be avoided.

D.5.5.4 Genuine materials should be utilized rather than simulated materials. Where simulated materials are used, they should be used in keeping with the character and properties of the material being simulated.

D.5.5.5 Materials should be harmonious with adjacent buildings.

D.5.5.6 Quality materials shall turn corners to indicate depth and to prevent "false front" appearances.

D.5.5.7 Artwork should be incorporated into building design.

D.5.6 Color

Guidelines

D.5.6.1 Exterior building colors should be compatible with surrounding buildings.

D.5.6.2 Primary colors and other bright colors can be used as accents to enliven the

architecture, but should be used sparingly. Accent colors should be used to enhance visual interest.

D.5.6.3 Color should be used to enhance architectural elements.

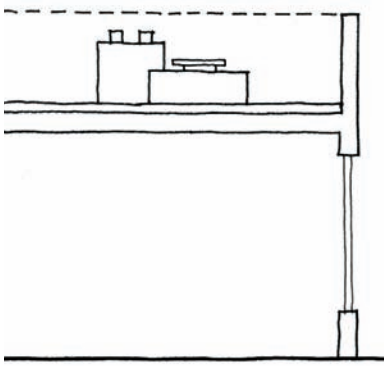
D.5.7 Roofs and Parapets

Standards

D.5.7.1 The form, color and texture of the roof shall be an integral component of the building design.

D.5.7.2 All buildings shall provide cornice or parapet detailing in order to delineate a strong roofline along the primary façades.

D.5.7.3 All roof-mounted mechanical, electrical and external communication equipment, such as satellite dishes and microwave towers, shall be screened from public view and architecturally integrated into the building design. The screen shall be architecturally consistent with the building and coordinate with existing building materials.



Properly-screened roof-mounted equipment.

Guidelines

D.5.7.4 The roof shape should reflect the configuration of the building's mass and volume, and should be consistent in its character from all vantage points.

D.5.7.5 Cornices and horizontal bands of genuine materials such as wood trim or precast concrete rather than foam trim are encouraged.

D.5.7.6 False fronts and thinly applied mansard forms should be avoided.

D.5.7.7 Roofs should be proportionate to building mass and incorporate cornices, eaves and overhangs.

Distinct roof shapes help distinguish individual buildings.

Pedestrian crossing distinguished by unique paving.

Raised median and bollards at pedestrian crossing increases pedestrian safety.

D.6 Landscape Design

INTENT: To give design guidance for the amount, layout and materials of landscaping components of public and private development.

D.6.1 Function

Standards

D.6.1.1 Where pedestrian paths or walkways cross parking areas or driveways, the paths shall incorporate landscaping and decorative paving to define the pedestrian space.

D.6.1.2 Pedestrian entries into sites shall be enhanced with landscaping and decorative paving, trellis structures, pedestrian-scaled lighting and seating.

Guidelines

D.6.1.3 Landscaping should be used to provide an attractive setting for development, soften hard building contours, shade walkways, parking areas and other large expanses of pavement and to screen unsightly uses.

D.6.1.4 Where walkways cross traffic lanes, special design features should be used to increase safety for the pedestrian. Potential design features include raised or textured pavement, curb extensions to narrow the travel lane, and low-level lighting such as a bollard light.

D.6.2 Street Frontage

Standards

D.6.2.1 Street trees shall be included along all street frontages of commercial mixed-use development. Trees should be selected from a list of City-approved trees.

Street trees lining a mixed-use street.

Guidelines

D.6.2.2 Selected trees should be broad branching with a minimum mature canopy spread of 20 feet and a high canopy to allow visibility of buildings.

D.6.2.3 The City should develop detailed street tree plans that establish specific species and planting details for the City's major mixed-use and commercial corridors.

D.6.2.4 Landscape beds should be created at curbs, where possible, including pots, planters and sustainable stormwater retention features.

D.6.3 Plants and Materials

Standards

D.6.3.1 All landscaped areas shall have automatic irrigation systems installed to ensure that plant materials survive. It is particularly important in commercial mixed-use development that irrigation systems are designed so as not to overspray public walks, paved areas, buildings and fences.

Two types of succulents.

D.6.3.2 Landscaped areas, including trees and other planting, as well as paving, walls and fences shall be regularly maintained.

A variety of succulents and daisies.

Artemesia.

Potted phormium and festuca glauca.

Mexican feather grass.

Phormium and erigeron.

Guidelines

D.6.3.3 Plant and landscape materials should be selected and sited to reflect both ornamental and functional characteristics. Full-headed shade trees, greenery and brightly colored flowering materials all add to the overall impression of Seaside.

D.6.3.4 A well-coordinated palette of plant species should be selected for general landscaping purposes, such as parking lots and street frontages, as listed in Appendix B.

D.6.3.5 Plant species should be generally hardy and not require extensive maintenance. Species that are native or well-adapted to the climate in Seaside are preferable, as they will generally require less water and maintenance.

D.6.3.6 Both seasonal and year-round flowering shrubs and trees should be used where they can be most appreciated, such as adjacent to walks and recreational areas, and as a frame for building entrances and stairs.

D.6.3.7 Evergreen shrubs and trees should be used for screening along rear property lines (not directly adjacent to residences), around trash/recycling areas and mechanical equipment, and to obscure grillwork and fencing associated with parking structures.

D.6.4 Landscaping in Plazas and Open Space

Standards

D.6.4.1 Outdoor pedestrian spaces shall include appropriate outdoor furniture, such as seating, walls, trash receptacles, bike racks and other elements.

D.6.4.2 Publicly-accessible private plazas and open spaces shall be landscaped and incorporate high-quality paving materials, such as stone, concrete or tile.

D.6.4.3 All screening shall be designed as an integral part of the overall building design.

Plaza with furniture.

Landscape as screening.

Guidelines

D.6.4.4 Projects should develop a comprehensive open space network that uses plazas and other open space elements to connect uses.

D.6.4.5 Pedestrian amenities, such as plazas, courtyards, paseos and other open spaces should be considered for spaces between buildings.

D.6.4.6 Ample landscaping with fountains and well-shaded seating areas are highly encouraged. Plant materials, where appropriate, should provide variety while being consistent with the architectural design of the building.

D.6.4.7 Paving in plazas and open spaces should be permeable whenever possible.

D.6.4.8 Public art should be incorporated into open space projects whenever possible.

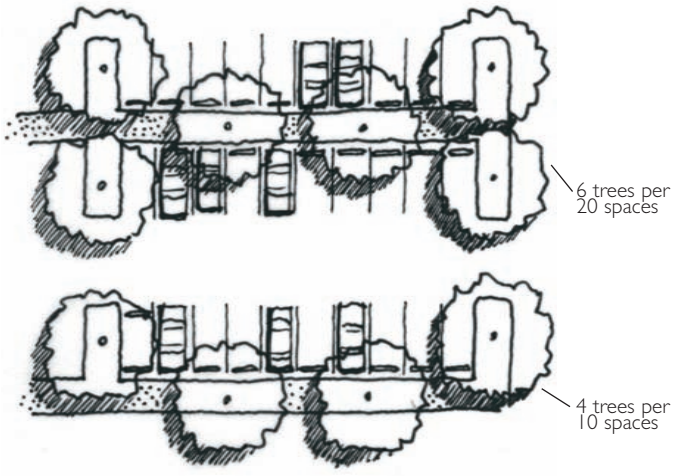
D.6.5 Parking Area Landscaping

Standards

D.6.5.1 All surface parking areas shall provide interior landscaping for shade and aesthetic enhancement.

D.6.5.2 Parking lots shall be landscaped with broad branching shade trees at a minimum ratio of:

- 6 trees per 20 parking spaces for double-loaded stalls
- 4 trees per 10 parking spaces for single-loaded stalls
- One tree for every 3 parking spaces for parking bays with less than 10 spaces.



Minimum tree ratios for parking areas.

High-quality, permeable brick paving.

Guidelines

D.6.5.3 Permeable surfaces for paving should be considered and used when possible.

D.6.5.4 Recycled materials should be considered for use in paving whenever possible.

D.6.5.5 Planter areas should provide a 4-foot minimum width of clear planting space.

D.6.5.6 Wheel stops should be used adjacent to tree wells and planter areas to protect landscaping from car overhangs. In place of wheel stops, the planter curb may be used for car overhangs, provided a 4-foot minimum clear planting area is maintained.

D.6.5.7 Drainage into swale areas is encouraged and may be accommodated through design elements such as flush curbs, perforated curbs and tree offsets.

D.7 Signs

INTENT: To ensure that signs are designed and constructed to make a positive contribution to the overall character of the commercial mixed-use project.

D.7.1 Function

Standards

D.7.1.1 The primary purpose of signs shall be to identify a business or businesses and residences located at a specific site.

Guidelines

D.7.1.2 The design of a sign should be simple and easy to read.

D.7.1.3 The sign's message should be limited to the business name or the logo of the business occupying the site.

Simple signs showing business names.

D.7.2 Architectural Context and Placement

Standards

D.7.2.1 Signs shall not be permitted on top of any roof, and no sign attached to a wall or eave shall project above the eave line of the building.

D.7.2.2 Where residential use is limited to the second floor, signs shall be limited to the first floor.

Guidelines

D.7.2.3 Sign design should conform to and be in harmony with the architectural character of the building.

D.7.2.4 Signs attached to a building should be designed as integral components of the building and not obscure or conceal architectural elements.

Signs incorporated into building architecture.

D.7.2.5 Standardized or corporate signs, which do not relate to the building architecture, should not be permitted.

D.7.2.6 Building signs should be located within an area of the façade that enhances and complements the architectural design.

D.7.2.7 Signs should generally be symmetrically located within a defined architectural space.

D.7.3 General Design

Standards

D.7.3.1 Where internally illuminated lighting is used, only individual letter signs shall be permitted.

D.7.3.2 No "can" (box type) signs with translucent plastic sign panel front with applied or painted lettering shall be permitted except for tenant logos.

D.7.3.3 Signs with opaque faces and cutout lettering shall only be permitted where the sign ties into the architecture of the building.

Corporate retail given unique signage appropriate to neighborhood architecture.

Guidelines

D.7.3.4 Sign design should be appropriate to the business establishment, building architecture and area in which it is located.

D.7.3.5 Exposed neon signs are strongly discouraged.

D.7.4 Wall or Window Signs

Standards

D.7.4.1 Painted signs and letters shall present a neat and aligned appearance. The services of a professional sign painter are strongly recommended.

D.7.4.2 Externally illuminated or halo lit signs are encouraged and where used shall have an opaque face.

D.7.4.3 All exterior sign lights shall be downlit and shielded to direct light toward the sign and reduce glare and impacts to the night sky.

D.7.4.4 Window signs advertising temporary sales or events shall not be permitted.

D.7.4.5 Window signs shall not be placed in a manner which obscures primary views into and out from the storefront.

Guidelines

D.7.4.6 Where individual letters are used, letters should be three dimensional, created by raised letter forms mounted to the building façade or sign panel, or by incised openings cut-out from the sign panel.

D.7.4.7 For signs identifying hours of operation, menus, newspaper reviews and other customer information, it is recommended that these be framed, board-mounted or plastic laminated for a finished appearance.

Sign and supports coordinated with architecture.

Multi-tenant complex sign.

D.7.5 Projecting Signs

Guidelines

D.7.5.1 Projecting signs should be located near the front entry of a store.

D.7.5.2 Structural supports for projecting signs should be designed so that their visual appearance is minimized, and/or coordinated with the overall architecture and color scheme of the storefront. These signs should not appear to be "tacked on" without regard for the alignments, proportions, colors and forms of their adjacent buildings and signs.

D.7.5.3 Sign fonts should be selected to provide both visual clarity and artistic expression.

D.7.6 Multiple-Tenant Complexes

Standards

D.7.6.1 Multiple-tenant buildings and complexes shall develop a Master Sign Program that minimizes the potential visual conflicts and competition among tenant signs yet ensures adequate identification for each tenant.

Guidelines

D.7.6.2 Free-standing signs may include the names of major tenants.

D.7.6.3 Free-standing signs used to identify such complexes should include the name and address of the complex.

D.8 LIGHTING

INTENT: To ensure that the design of fixtures and the light provided contributes to the character of development and does not impact adjacent development or the night sky.

D.8.1 Function and Location

Standards

D.8.1.1 Site plans and architectural plans shall include the location of fixtures, their design and the nature and level of the illumination they will provide.

D.8.1.2 Exterior lighting shall be designed as an integral part of the building and landscape design.

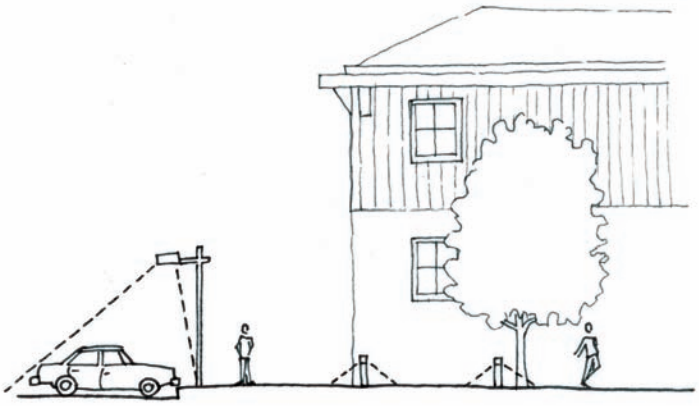
D.8.1.3 Lighting locations shall be concentrated at areas with security concerns such as parking lots, pedestrian paths, outdoor gathering spaces, at building entries and any other pedestrian accessible areas, and limited in other areas.

D.8.1.4 Lighting of outdoor service, loading and storage areas shall not be visible from the street or adjacent properties.

D.8.1.5 The height of luminaries shall be in scale with the building and site design and in no case shall they exceed 18 feet in height from grade.

D.8.1.6 The light source for externally-illuminated signs must be positioned so that light does not shine directly on adjoining properties or cause glare or shine in the eyes of motorists of pedestrians.

D.8.1.7 No outdoor lights shall be permitted that blink, flash or change intensity.



Lighting focused on pedestrian areas and parking.

D.8.1.8 All outdoor lighting shall be downlit and fully shielded.

D.8.1.9 Area lighting shall be designed to minimize the negative effects of lighting the night sky and employ control features so as to avoid light being directed off-site.

Guidelines

D.8.1.10 Along street frontages, lighting should be employed to cast illumination by lighting walls and architectural features on buildings rather than employing features casting light outwards.

D.8.1.11 Lighting sources should be kept as low to the ground as possible while ensuring safe and functional levels of illumination.

D.8.1.12 If security lighting is needed, it should be integrated into the site design. Shielded fixtures should be located as low to the ground as possible.

D.8.1.13 In general, the location of lighting should respond to the anticipated use and not exceed the amount of illumination required by users. Illumination over an entire area or use of overly bright lighting is strongly discouraged. Flood lighting is strongly discouraged.

E. Residential Development

This section contains the standards and guidelines for development in areas designated for residential use.

Sections

E.1 Site Planning
E.2 Building Design
E.3 Landscape Design
E.4 Accessory Structures and Features
E.5 Parking

E.1 Site Planning

INTENT: To ensure that residential development contributes to the identity and residential character of the Plan Area.

E.1.1 Neighborhood Identity

Guidelines

E.1.1.1 New residential development should attempt to create special neighborhood images distinguished from surrounding development.

E.1.1.2 New development should not be so different in character that it is visually incompatible with existing development.

E.1.2 Views

Guidelines

E.1.2.1 Views to the hills and bay should be incorporated into the design of a project.

E.1.2.2 Buildings and landscaping should not block views, and view corridors should be preserved.

E.1.2.3 Proper placement of structures should be used to focus and frame significant views and screen out less visually appealing elements.

E.2 Building Design

INTENT: To ensure that residential development of all sizes relates to the human scale, facilitates opportunities for pedestrian activity on adjoining public streets, and contributes to the community-oriented character of residential neighborhoods.

E.2.1 Massing

Standards

E.2.1.1 The massing of larger residential buildings shall be broken down to convey a sense of "home," and give individuality to each unit that lies within it.

E.2.1.2 Building massing shall be subdivided into portions or segments compatible with the adjacent residential scale.

E.2.1.3 Façades of long buildings shall be architecturally subdivided into shorter segments every 25 to 50 feet maximum, using the methods identified under the Guidelines, below.

E.2.1.4 Each vertical module of units shall incorporate architectural features that help individually distinguish them, such as wall breaks, projections, distinct color schemes and individual roof treatments.

Guidelines

E.2.1.5 Building massing should be legible as individual residences or small groups of units and called out using one or more of the following methods:

- Separate building volumes or façade protrusion
- Windows bays or balconies
- Porches or entrance vestibules
- Individual roof volumes or other roof articulations

Building massing defines individual residences.

E.2.1.6 Architectural details commonly used in the design and construction of single-family homes, such as porches, balconies, bays and dormers should be employed in the design of multi-family projects.

Porches and balconies provide variety of façades.

E.2.1.7 Building façades should incorporate the following materials to architecturally distinguish modules of housing units:

a) Vertical Architectural Features:

- Apply a vertical slot or recess between façade segments with a 6-inch minimum recess depth and a 15-inch minimum width.
- Apply a vertical pilaster between façades with a 3-inch minimum protrusion and a 15-inch minimum width.
- Project a part of the building above the main building volume, such as a tower that holds several stacked rooms.

b) Building Wall

- Vary the setback of portions of the building along the main façade, using elements such as bays or building volumes to create change.
- Change the color or material of segments across the façade. Material changes should always be accompanied by a change in plane and separated by framing or other means.

Façades define individual units and residences.

Roof pitches adding variety to forms.

Entries and porches separating mass of multi-story buildings.

c) Individualized Roof Forms

- Use individual roof pitches to break up the form. For example, a single building could express individual units through a series of smaller gabled dormers.
- Subdivide flat roofs into recognizable segments with shifts in height and design along decorative-shaped parapets of cornice treatments at street façades.

E.2.1.8 The following methods are recommended to break down the build and mass of multi-story buildings.

- Accentuating the ground floor of the building by making it thicker or visually stronger than upper stories.
- Use of entry porticos and front porches, or other articulation at the ground level.
- Use of upper story setbacks or partial indentations for upper story features such as balconies, outdoor moldings or cornices to accentuate the horizontal layers of a building.

E.2.2 Architectural Style

Guidelines

E.2.2.1 Functional design solutions should be employed that are compatible with the surrounding natural and built environments and that contribute to the character and quality of new residential development.

E.2.3 Front Setback

Standards

E.2.3.1 The front setbacks shall be adequately landscaped and provide entry opportunities to the residential units directly from public streets.

Front setback landscaping.

E.2.4 Façade

Standards

E.2.4.1 Façades shall be designed so as to include entries, porches and other architectural elements that relate to the human scale.

E.2.4.2 Residential entries shall be located on the front façade and directly access the sidewalk or street.

E.2.4.3 Rain gutters shall be designed so as to be of a scale and material that is compatible with the roof and eaves.

Guidelines

E.2.4.4 If the building mass and pattern of windows and doors is complex, simple wall surfaces are strongly encouraged. If the building volume and the pattern of wall openings are simple, additional wall texture and articulation should be employed.

E.2.4.5 Building Base

a) Base treatments should be provided to visually establish a human scale for passersby.

b) Base treatments should extend around all visible sides of a building.

c) A building base may be created by any of the following treatments:

- A visibly thicker and continuous base portion of the wall along the ground where the wall above the base sets back.

- ♦ A material and/or color change of the base wall relative to the building wall above. The base material should generally be heavier than portions of the building above by employing darker colors and/or more substantive materials.
- ♦ A horizontal architectural feature at or below the first story mark, such as an intermediate cornice line or protruding horizontal band.

E.2.4.6 Additional architectural features should be used to create interesting articulated façades such as architectural trim with substantial depth and detail, window boxes, brackets, and shading devices such as overhangs, trellises and lattice.

E.2.5 Doors and Windows

Standards

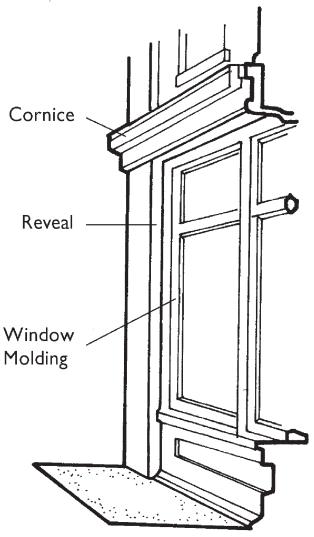
E.2.5.1 All windows within a building and across a façade shall be related in design, operating type, proportions and trim.

E.2.5.2 Windows shall be used as architectural elements that add relief to the façade and wall surface.

E.2.5.3 Windows shall be vertically-oriented in order to relate to the human form.

E.2.5.4 Multi-pane windows for all uses shall be either "True divided light" windows or sectional windows. "Simulated divided light grids," snap-in muntins (i.e. post or bars used to separate glass in a sash into multiple panes) and those located within double-paned glass shall not be used.

E.2.5.5 Windows shall employ design details, such as mullions, to break the scale of the façade into smaller components.



Details on window façade components.

E.2.5.6 Reflective glazing shall not be used.

Guidelines

E.2.5.7 High-quality materials such as crafted wood, stainless steel, bronze and other ornamental metals are strongly encouraged.

E.2.5.8 At attached units, doors should vary from unit to unit, where possible, to further distinguish each residence.

E.2.5.9 Unifying architectural elements should be used to carry a window pattern across a façade, such as a common sill or header line.

E.2.5.10 Shaped frames and sills should be used to enhance openings and add additional relief. They should be proportional to the glass area framed, as where a larger window should have thicker framing members.

E.2.5.11 Window frames should not be flush with walls. Glass should be inset a minimum of three inches from the exterior wall and/or frame surface to add relief to the wall surface.

E.2.5.12 If aluminum sliding windows are used, heavier window products with visually thicker (1.5 inches or greater) extrusions and frame members should be used.

E.2.5.13 Clear glass is recommended. To add privacy and aesthetic variety to glass, fritted glass, spandrel glass and other decorative treatments are recommended. If tinted glass is to be used, light tints and green, gray or blue hues are recommended.

E.2.6 Porches

Guidelines

E.2.6.1 Front porches should be employed to facilitate activity in front yards and to provide a semi-public transition zone between the street and the residence.

E.2.6.2 Porches should be of a sufficient size to provide functional outdoor space.

E.2.7 Building Materials

Standards

E.2.7.1 A variety of materials shall be used within an architectural theme that emphasizes a differentiation between the various components of the building.

E.2.7.2 The combination of materials on a building façade shall be appropriate to its style and design.

E.2.7.3 The gap between material and base of building shall not be visible.

Guidelines

E.2.7.4 Materials should reflect the best use of materials in surrounding development in order to contribute to a cohesive visual character of the area.

E.2.7.5 Materials and detailing should be used on all sides of the building, not just the front façade.

E.2.7.6 Natural materials are encouraged.

E.2.7.7 Simulated finishes (e.g. artificial stone using concrete form liners simulating naturalistic lines and shapes) are discouraged.

E.2.7.8 Accent materials are recommended to add interest and variety at a more intimate scale. These include wood, stucco and brick as listed above, and also include:

a) Ceramic tile should be limited in use to a façade cladding or decorative wall accent material. Grout color should be coordinated with the tile and other building colors.

b) Stone and stone veneers should be used only as a base or as a special decorative material for wall panels or sills in combination with stucco or Exterior Insulated Finishing System (EIFS) materials.

E.2.7.9 Profile, corrugated and other sheet, rolled and extruded metal surfaces are acceptable for live-work structures in a warehouse/industrial style. Metals that are not treated or coated are discouraged.

Corrugated metal used in live-work units.

E.2.8 Balconies

Guidelines

E.2.8.1 Upper story units should have balconies or decks sufficient to accommodate two chairs and a small table.

E.2.8.2 Larger balconies are encouraged to provide greater usable open space.

Balconies on upper story units.

E.3 Landscape Design

INTENT: To ensure that development plans include landscape elements that contribute to the open space character of residential projects as well as the character of residential neighborhoods.

E.3.1 Function

Guidelines

E.3.1.1 Landscaping should be an integral part of the overall site design rather than camouflage for unused or unusable spaces.

E.3.1.2 Landscape improvements should be utilized to better integrate a development with its setting by:

- Enhancing pedestrian scale of the building
- Screening views of unsightly elements, such as utility boxes and backflow devices
- Visually softening hard edges
- Providing a transition between different use areas
- Creating an attractive aesthetic environment
- Creating usable pedestrian area
- Reducing energy consumption
- Defining specific areas and enhancing architectural features

E.3.2 Existing Landscape Elements

Guidelines

E.3.2.1 Where feasible, significant existing landscape elements should be preserved and incorporated into development and landscape plans.

E.3.2.2 Elements such as mature trees, tree groupings, arroyos and rock outcroppings should be considered as design determinants.

Existing cypress tree at the intersection of Broadway Avenue and Del Monte Boulevard.

E.3.3 Plant Species

Guidelines

E.3.3.1 A well-coordinated palette of plant species should be employed for public areas.

E.3.3.2 Native plant materials and other plant species that are well adapted to local climatic conditions are strongly encouraged.

E.3.3.3 Landscape plans should exhibit a design concept that provides more than a haphazard arrangement of plants. Plant materials should be utilized in an orderly manner that defines the site's spatial organization and function, relates to the buildings and structures and incorporates the various site elements.

A coordinated plant palette ensures consistency in landscaping.

E.3.3.4 The scale and nature of landscape materials should be appropriate to the site and structures. Large-scale buildings should be complemented with large-scale landscape materials, such as plants, rocks, timbers, walls and fences, appropriate to the design character of the building.

Landscape elements relate to the scale of buildings.

E.3.3.5 Larger, more mature plant materials should be used as much as possible to ensure that some immediate effect on the project's appearance will be attained within two years of planting. The following minimum sizes and spacing are recommended for plant materials at time of installation and maintenance specifications to ensure successful establishment of introduced plantings:

- Trees shall be a minimum 15-gallon pot size or 6 feet tall and have a one-inch caliper size at chest height, whichever is greater.
- 20 percent of all trees shall have a 24-inch box container size or larger. More mature plant materials should be located in areas with particular visual importance, such as entries and along main frontages.
- Shrubs shall have a minimum one-gallon pot size.
- Ground covers planted from flats should have a maximum spacing of 12 inches on center or, when planted from one-gallon cans, a maximum spacing of 24 inches on center.
- Provide well-shaped, fully-branched, healthy, vigorous stock, densely foliated when in leaf and free of disease, pests, eggs, larvae and defects such as knots, sun scald, injuries, abrasions and disfigurement.

E.3.4 Irrigation

Standards

E.3.4.1 All landscaped public or common areas and front yard landscaping within a development shall be required to have automatic irrigation systems to ensure plant survival.

E.3.4.2 Irrigation systems shall be designed to minimize water run-off onto sidewalks or streets.

E.3.4.3 Automatic, self-adjusting irrigation controllers shall be required on all irrigation systems to adjust based on changes in weather.

E.3.4.4 Irrigation system design shall include sprinkler and spray head distribution uniformity, head-to-head spacing and setbacks from walkways and pavement.

E.3.4.5 Landscaping shall be designed to be irrigated at no more than 80 percent of the reference evapotranspiration.

E.3.4.6 Turf areas should be no more than 25 percent of the total irrigated site area.

Trash enclosures can complement the architecture of a building.

E.4 Accessory Structures and Features

INTENT: To ensure a cohesive pattern of residential development.

E.4.1 Mailboxes

Standards

E.4.1.1 The design of the mailboxes and mailbox enclosures shall be consistent with the architectural style of the development and shall match the colors and materials of other on-site buildings.

E.4.2 Trash Enclosure, Mechanical Equipment and Utilities

Standards

E.4.2.1 Trash bins shall be located within a trash enclosure at all times.

E.4.2.2 Trash enclosures shall be of an architectural detailing consistent with the overall site and building design.

E.4.2.3 Trash enclosures shall be designed to prevent precipitation from entering the enclosure and for moisture to drain to the sanitary sewer system.

E.4.2.4 Trash enclosures, mechanical equipment and utilities shall be provided with architectural enclosures or fencing, sited in unobtrusive locations and screened by landscaping.

Guidelines

E.4.2.5 Trash enclosures should be located away from public view.

E.4.2.6 Landscaping should be located around trash enclosures to soften views wherever feasible.

E.4.2.7 Trash enclosures should be designed so that each bin can be removed and replaced without requiring the removal of other bins.

E.4.3 Storage

Guidelines

E.4.3.1 Lockable storage cupboards for residential units should be incorporated into the garage, carport or balcony of multi-family buildings.

E.4.4 Walls and Fences

Standards

E.4.4.1 Chain links fences shall not be used.

E.4.4.2 Barbed wire, razor wire or other such deterrent security fences shall not be used.

Guidelines

E.4.4.3 The design of fences, walls and other structural landscape features should be compatible and complementary to the site architecture and the surrounding setting.

E.4.4.4 Fences which entirely enclose the front yard, including driveways, are strongly discouraged in multi-family developments.

E.4.4.5 Predominantly natural materials, such as wood and stone, are preferred; however, the use of masonry and textured or color-tinted concrete is acceptable.

E.4.4.6 All fences, walls and other structural landscape features should be accompanied by landscaping to better integrate the structure within the site and to reduce its visual impact.

E.4.4.7 Where preservation of views from a residence is a goal, fences with an open structure should be used so as to permit views through to such community amenities.

E.4.4.8 Design elements should be used to break up long expanses of uninterrupted walls, both horizontally and vertically.

E.5 PARKING

INTENT: To ensure that parking areas do not dominate the views from public streets of multi-family residential projects.

E.5.1 Location

Guidelines

E.5.1.1 Wherever possible, parking entrances should be located behind residential structures, rather than along the primary frontage, to minimize visual impact to the street.

E.5.1.2 Where individual garages are incorporated into projects, private streets or alley-loaded access is encouraged. The design of these structures should relate to the primary building.

E.5.1.3 Flat-roofed carports are discouraged.

E.5.2 Parking Area Landscaping

Standards

E.5.2.1 All parking areas shall provide interior landscaping for shade and aesthetic enhancement.

E.5.2.2 Curbed planter areas shall be provided at the end of each parking aisle to protect parked vehicles from the turning movements of other vehicles.

Guidelines

E.5.2.3 Views of parking areas from public streets should be buffered by landscaping, earth berms or some combination of the two in order to reduce the visual impact of parking areas.

E.5.2.4 For security reasons, openings should be incorporated into the landscaping in order to permit clear views into the site.

E.5.2.5 No more than 10 parking spaces should be located in a row without an intervening landscaped planter strip, provided the intervening planter strip is the full depth of the adjacent parking spaces.

E.5.2.6 Wheel stops should be used adjacent to tree wells and planter areas to protect landscaping from car overhangs. In place of wheel stops, the planter curb may be used for car overhangs.

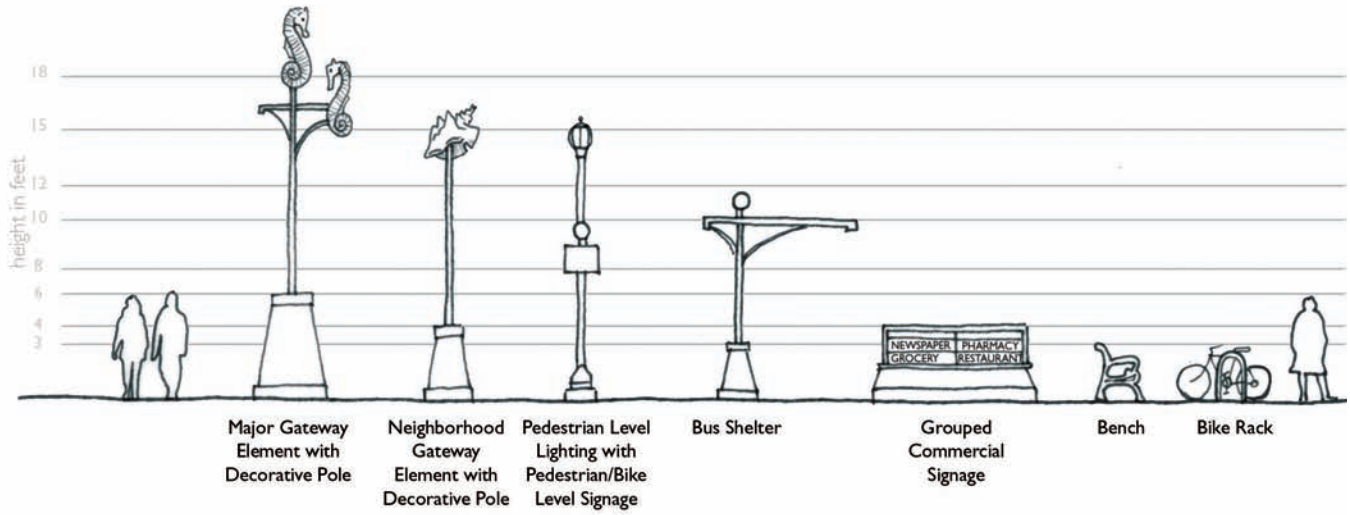
F. Gateways

This section contains guidelines for the design of gateways into the West Broadway Urban Village.

Sections

F.1 Gateway Building Design
F.2 Gateway Signs
F.3 Gateway Landscape Design
F.4 Gateway Lighting
F.5 Gateway Public Art

The guidelines below provide direction for gateway design. Gateways are entry points into the West Broadway Urban Village that are denoted by significant architectural features and/or elements.



Scale comparison of gateway and streetscape elements.

F.1 Building Design

INTENT: To ensure that buildings at key gateway locations are designed to have some architectural significance and are consistent with the context in which they will be placed.

F.1.1 Neighborhood Context

Guidelines

F.1.1.1 Extra care and attention should be given to buildings developed at key gateway locations. Consideration should be given to views toward the site from visitors approaching by vehicle, bicycle and on foot.

Gateway corner buildings are opportunities for special architecture and landscape features.

F.1.2 Scale

Guidelines

F.1.2.1 Buildings at gateways or prominent entries to the area should be designed with a heightened awareness of the prominence of such a location.

F.1.3 Architectural Detail

Guidelines

F.1.3.1 Potential solutions for developing projects that are of an exemplary quality at community gateways include:

- Tower elements as a prominent massing feature
- Entry plazas on corner sites
- Fountains or water features
- Distinct changes in the building volume at the primary entry
- Prominent landscape features, such as tall trees
- Dramatic building lighting for nighttime effect.

Entry plazas allow visual access into sites and can break up street walls at key points such as gateways.

Free-standing sculptural elements make good gateway features.


Street-spanning gateway sign clearly marks entry into a neighborhood.

F.2 Gateway Signs

INTENT: To ensure that gateway signage is successful in announcing entrance into the area, contributes to the distinct character of the gateway and responds to the existing context.

F.2.1 Neighborhood Context

Guidelines

F.2.1.1 Free-standing gateway signs should incorporate landscape design that is distinct from surrounding landscape.

F.2.1.2 The design character of gateway elements should be compatible with the design character and uses of the area which the gateway leads into.

F.2.1.3 All accessories and street furniture should be constructed of durable materials that will withstand the elements, public use and vandalism.

F.2.2 Scale

Guidelines

F.2.2.1 Signs that span an entire street should be considered for prominent entries. They can be visible from great distances and are typical of many towns throughout the state.

F.2.2.2 All gateway signs should be of a size and scale that makes them visible from a distance.

F.2.2.3 Gateway signs could also be incorporated into public art.

F.2.2.4 Monument signs or walls could also serve as gateways.

F.2.3 Sign Lighting

Dramatic lighting can enhance the structural characteristics and design features of a gateway.

Guidelines

F.2.3.1 Lighting of gateway signs should be carefully focused on the gateway feature and the light should not impact areas adjacent to the signs.

F.3 Gateway Landscape Design

INTENT: To ensure that gateway landscape elements are designed to effectively announce entrance into the area and are sensitive to the surrounding development and existing landscape.

F.3.1 Landscaping Elements

Guidelines

F.3.1.1 Landscape treatment should utilize elements such as plant materials, earth berms, low walls or fences, lighting, paving, sculpture and signage to create a distinctive, high quality gateway to the area.

Landscape at gateways can utilize trees and furniture such as benches.

Trees at gateways should be distinctive and stand out from surroundings.

F.3.1.2 The plantings should be dense enough and distinctive enough to clearly distinguish the entry from surrounding landscaping.

F.3.2 Accessory and Street Furniture Design

Guidelines

F.3.2.1 The design character of all furniture and accessories should be compatible with the design character and uses of the area which the gateway leads into.

F.3.2.2 All accessories and street furniture should be constructed of durable materials that will withstand the elements, public use and vandalism.

F.4 Public Art

INTENT: To provide a distinct sense of the Seaside community through incorporating local artwork and/or art that expresses the history of Seaside.

F.4.1 Neighborhood Context

Guidelines

F.4.1.1 Public art incorporated into gateway features offer the opportunity for artists to work in conjunction with architects and engineers on the design and construction of a gateway. Artists should be commissioned to specifically address important community-based issues that might be relevant to the type of gateway or its specific location. This can help to give additional layers of meaning to the sign. Particular issues that could be studied and developed by a public artist include the history of Seaside.

Public art as a gateway element offers unique opportunities for both artists and the city.

INFRASTRUCTURE 8

This chapter provides a conceptual and skeletal plan for new or upgraded water, wastewater and storm drain infrastructure necessary to provide an adequate level of service in the Specific Plan Area with implementation of the Specific Plan. This chapter identifies infrastructure deficiencies, proposes infrastructure solutions and discusses implementation of project construction phasing and project coordination.

This infrastructure assessment is based on existing available information, including the 2003 City of Seaside General Plan, the 2004 General Plan Environmental Impact Report (EIR), the 2004 Sanitary Sewer Master Plan Update (SSMP) and records from the California American Water Company and other existing data and analyses. An infrastructure assessment conducted by Schaaf & Wheeler Consulting Civic Engineers is available as Appendix C.

A. Wet Utilities Infrastructure Summary

Water service, wastewater, also called sanitary sewer, and storm drainage facilities exist throughout the Plan Area. Several public agencies operate and maintain these wet utilities, as listed in Table 8-1.

In addition, there are several agencies that manage the quantity and quality of the critical water resources in the wider Seaside area, including:

- Monterey Peninsula Water Management District (MPWMD)
- City of Seaside
- Fort Ord Reuse Authority (FORA)
- Marina Coast Water District (MCWD)
- Seaside Groundwater Basin Watermaster
- California Public Utilities Commission (CPUC)
- State Water Resources Control Board (State Board)
- Department of Water Resources (DWR)

TABLE 8-1 **WET UTILITIES IN THE PLAN AREA**

Utility	Owner/Operator	Abbreviation
Water	California American Water Company	Cal-Am
Wastewater	Seaside County Sanitation District	SCSD
Storm Drain	City of Seaside	City

The existing water, wastewater and storm drainage facilities are mostly adequate for the existing residential and commercial densities in the Plan Area. However, upgrades may be necessary as a result of the potential increased water demands, sanitary sewer loadings and stormwater runoff incurred by land use changes envisioned in the Specific Plan. Opportunities to replace the existing aged underground infrastructure systems, particularly water and wastewater facilities, will be available as streets are redeveloped.

The following deficiencies have been identified or are likely to exist in the Plan Area, and are described in more detail below:

- Limited water supply
- High water system pressures
- Aged and potentially undersized wastewater infrastructure
  - Sanitary sewage exceeding capacity along Palm Avenue
  - Sanitary sewage exceeding capacity along Alhambra Street
- Stormwater flooding along West Broadway Avenue and Canyon Del Rey Boulevard

1. Water Supply Overview

Water supply has been a critical issue for development in the Monterey Bay region, particularly since the 1995 State Water Resources Control Board Order No. WR 95-10 requiring Cal-Am to substantially reduce the amount of water diverted from the Carmel River for water supply. While there are water supply projects being planned to meet existing and projected demands, water supply continues to restrict development within the City of Seaside and within the Plan Area.

Schaaf & Wheeler is compiling a detailed Water Supply Assessment (WSA) as part of the West Broadway Urban Village Specific Plan EIR that will address the availability and reliability of the water supply for implementation of the Specific Plan. That assessment discusses whether existing and projected water

supplies in the region will be adequate to meet the water demands of the Plan and other planned developments, in addition to supplying existing demands.

2. Wastewater Overview

The Plan Area's sanitary sewer infrastructure, most of which has been in place since at least 1953, will require improvements to accommodate development under the Specific Plan. For example, the trunk line in the alley between West Broadway and Palm avenues is estimated to exceed its design capacity under peak wet weather flows after redevelopment. Other small diameter sanitary sewer laterals and collectors will likely near the end of their design life of 50 to 70 years, at least by Plan buildout in 20 to 25 years.

The SCSD's Capital Improvement Program (CIP) includes several projects within the next five to ten years that should identify specific deficiencies within the wastewater system serving the Plan Area. A revised Sanitary Sewer Master Plan is also currently under development for the SCSD.

3. Stormwater Overview

Stormwater flooding occurs within the Plan Area. Currently, there is inadequate storm drain conveyance along West Broadway Avenue between Fremont and Del Monte boulevards, and along Canyon Del Rey Boulevard between Harcourt and Sonoma avenues.

Imperviousness, including paved or roofed infrastructure, is the key variable in urban stormwater flows. An existing land use map was used to estimate various levels of imperviousness throughout the Plan Area and to calculate an average imperviousness. Currently, there is a relatively high level of imperviousness – estimated on average as 72 percent, in the Plan Area. Implementation of the Plan is not likely to further increase the area's impervious ground cover. Furthermore, the City is requiring some level of stormwater retention on-site, which could reduce stormwater peaks. Specifically, the City will require, at a minimum, retention of the difference between existing and redeveloped 100-year flows. Such retention would also serve to mitigate the effects of smaller (i.e., more frequent) runoff events, thereby maintaining or reducing impacts of any "design" storm to the storm drainage system. Therefore, development under the Plan should not contribute significantly to greater stormwater flows to the existing storm drain system than current development does.

B. Water System

Two major aspects of the water system are analyzed in this section – water supply, and water distribution and storage facilities. Water quality, also an important issue related to the water system, is not discussed at depth in this document. The main determinants of water quality are the quality of the feed water, the nature of the water treatment, and the residence time of water in the system, a measure of how long the water stays in the system after leaving the treatment plant and before being used at a tap. None of these factors should be substantially or adversely affected by the Plan; therefore, the Plan should not appreciably alter the system's water quality.

Cal-Am, an investor-owned public water company whose rates and operation are regulated by the California Public Utilities Commission (CPUC), operates the water system serving the Specific Plan Area. As the main potable water supply, Cal-Am serves their customers with groundwater from the Carmel River Valley Groundwater Basin and the Seaside Basin near the coast. Surface water from the Carmel River is also a source.

1. Water Supply

Given the relatively arid climate and the limited availability of potable water sources in the Seaside area, water supply is a critical issue in relation to Plan implementation. Based on hydrogeological studies of the Seaside-area aquifers and, as stated in the 2004 Seaside General Plan, groundwater extraction for water supply in the Seaside area has generally exceeded the safe yield of the aquifers from which it is extracted.

Cal-Am prepared a 2004 Comprehensive Planning Study (CPS) that reviews and analyzes the supply sources, production and distribution facilities that serve Cal-Am's Monterey District, including the Plan Area. Particularly relevant to the current assessment, the CPS discusses desired facility improvements for the existing system. An updated CPS is in preparation but not available at this time; however, some results of the updated CPS are available through testimony before the CPUC. The 2004 CPS and other available documents were used to inform the WSA for the Plan. The available water supply for the Plan Area was assessed in the WSA as adequate for the Plan; however, the long-term provision of a reliable drinking water supply has been

an ongoing concern for water agencies in the region. Potential improvements described here are more thoroughly discussed in the WSA.

a. Water Supply Project Conditions

The City provided detailed parcel information – such as land use (residential or commercial), square footage and numbers of bathrooms for existing conditions. This parcel information has been used with the MPWMD's corresponding water use factors to estimate water demands per parcel. In total, water demands for existing development in the Plan Area are estimated to be 42 acre-feet per year (AFY), split between 18 AFY for residential development and 24 AFY for commercial development.

As stated in the WSA, water demands at full buildout, in 20 to 25 years, of the Plan are estimated to be 121 AFY, nearly three times the existing water demands in the Plan Area. This estimate is based, as for the existing development, on the MPWMD's water use factors, as well as proposed land use details of the Plan. Given the planned phasing of the Plan, water demand would increase the most substantially during the first phase of the Plan, then increase at a relatively constant rate to Plan buildout.

By following the State of California's water supply assessment statutes, the WSA prepared for the Specific Plan indicates that there will be adequate water supply to meet the Plan's water demands. However, the WSA rests upon assumptions of new potable and non-potable water sources being brought on line within certain time frames. The WSA discusses phasing of the Plan as related to water supply.

b. Water Supply Project Solutions

The WSA details how water agencies in the Monterey Peninsula area are pursuing various large-scale and small-scale potable water supply options to augment existing supplies, not only to meet projected future demands, but also to replace current water supplies that are increasingly restricted by government regulation.

Two options being pursued are desalination of sea water or brackish water, and aquifer storage and recovery (ASR). Various agencies are investigating desalination, which appears to be the best opportunity to increase the Monterey Peninsula's long-term water supply. Del Monte Boulevard has been

identified as a potential alignment for at least one of the desalination projects - the MPWMD's 8,400 AFY Sand City Desalination Project, with transmission lines traversing through or near the Plan Area.

The ASR project, led by the MPWMD, would take excess winter flows from the Carmel River, supplement the Seaside Groundwater Basin, and recover higher yields during higher demand periods, such as the summer season. The provision of recycled water to the Plan Area would be helpful to meet water demands for open space or landscaping.

Although it is difficult to anticipate the particular desalination or other proposal that will supply the Plan Area, the variety of attempts to augment the Monterey Peninsula's water supply should result in at least one or more large-scale solutions within the next ten to fifteen years. As implementation of the Specific Plan occurs, developers should consult and coordinate with the various desalination proponents, including Cal-Am, regarding the installation of and service from desalination and recycled water pipelines. However, given these sources' political and environmental uncertainty, the Specific Plan's development should not be tied to these potential water supply solutions.

In addition to increased supply, the MPWMD and Cal-Am require conservation practices throughout their jurisdictions, including the Specific Plan Area, to reduce per capita water demands from development. Conservation practices include the following:

- Installing low-flow and low-demand fixtures
- Using recycled water as much as possible where appropriate
- Landscaping with drought-tolerant (i.e., low water use) plants
- Restricting lawn and ornamental watering
- Restricting water-intense residential and commercial use

c. Water Supply Project Costs

Water supply costs were not calculated due to the uncertainty of expected economic conditions and water supplies. Any new water supply will serve a much larger area than the Plan Area and its costs will be allocated throughout Cal-Am's rate structure through a CPUC process. Although not a direct Plan cost, there is a potential opportunity cost to Seaside if insufficient water supply delays implementation of the Plan.

2. Water Storage and Distribution

This section provides an assessment and recommendations for improvements for water storage and distribution facilities for Plan implementation.

a. Water Facilities Project Conditions

Water system facilities pertain to the infrastructure necessary to convey sufficient potable water to meet demands within the Plan Area. Any development within the Plan Area is expected to connect to this water system, which currently consists of mostly 4-inch diameter water pipelines with some 6-inch diameter pipelines.

Cal-Am found that system pressures within the Seaside portion of Cal-Am's water system serving the Plan Area are greater than 80 pounds per square inch (psi), with pressure at the intersection of Del Monte Boulevard and Heitzinger Plaza near the Plan Area reported as having an average pressure of 126 psi. Section 608.2 of the California Plumbing Code requires that pressure regulators, such as pressure-reducing valvues (PRVs), be installed for services receiving water at pressures greater than 80 psi. In fact, Cal-Am's CPS report recommends modifying the Cal-Am's water distribution system in Seaside to reduce pressures some to prevent excessive pressures in the area.

One benefit of the relatively high pressures, especially given the small diameter water lines in the Plan Area, is an increased ability to meet fire flow demands. There are no fire flow deficiencies noted in the Plan Area in Cal-Am's CPS report, although the report only examines the large water mains in the system and may not adequately represent the performance of the smaller distribution lines and their services. The combination of these small diameter water lines throughout the Plan Area suggest that the there may not be adequate fire flows to meet the expected demands for new development. Cal-Am has reported to the CPUC during rate increase hearings that there are pipelines in their Monterey District needing replacement for various reasons, one of which is inadequate fire flows. However, Cal-Am is not required to replace pipelines that serve existing developments, even if fire flows by current standards are inadequate. Essentially, the existing developments are grandfathered in for fire flows.

Another foreseeable deficiency with the current system facilities and the planned redevelopment is the existing size of the 4-inch steel pipe running east-west between Broadway Avenue and Olympia Avenue, at the site of the future library/parking project, as further discussed below.

b. Water Facilities Project Solutions

According to Cal-Am, only minor water-related infrastructure improvements are currently planned in or near the Plan Area. These are shown in Figure 8-1. However, as noted above, Cal-Am has identified inadequate fire flows in their system, although they may not be planning to replace the deficient pipelines for lack of funding. Cal-Am is currently aware of the high pressures in Seaside and may implement a regional solution in the future that lowers system pressures to a point that individual PRVs are no longer required.

During redevelopment in the foreseeable future, expected pressures should be confirmed and Cal-Am consulted to verify the need for PRVs. Also, developers should verify and discuss with Cal-Am and the Seaside Fire Department the available water pressures and fire flows with respect to the regulations in place at the time.

It is anticipated that new, larger water mains will need to be placed along Broadway Avenue and Del Monte Avenue, connecting to the existing large-diameter mains, to increase the available fire flows in the Plan Area. At a planning level, it is estimated that at least 12-inch diameter water lines should be installed and connected to the existing large-diameter water mains. One new main can be placed along West Broadway Avenue or a parallel alleyway, connecting to the existing 14-inch pipeline along Fremont Boulevard and one of the existing pipelines at the West Broadway Avenue/Contra Costa Street intersection. The new West Broadway Avenue main would also connect to the new Del Monte Boulevard main that would run from the West Broadway Avenue/Contra Costa Street intersection to connect to an existing 12-inch pipeline at the Canyon Del Rey/Del Monte boulevards intersection.

Relocation of the 4-inch pipe beneath the future library and parking structure may be necessary when this project is developed. Cal-Am also has a policy of replacing 4-inch pipelines with the now-standard 8-inch pipelines. If the alleyway running east-west between West Broadway and Olympia avenues is overlain by a building, it would be preferable for maintenance purposes to

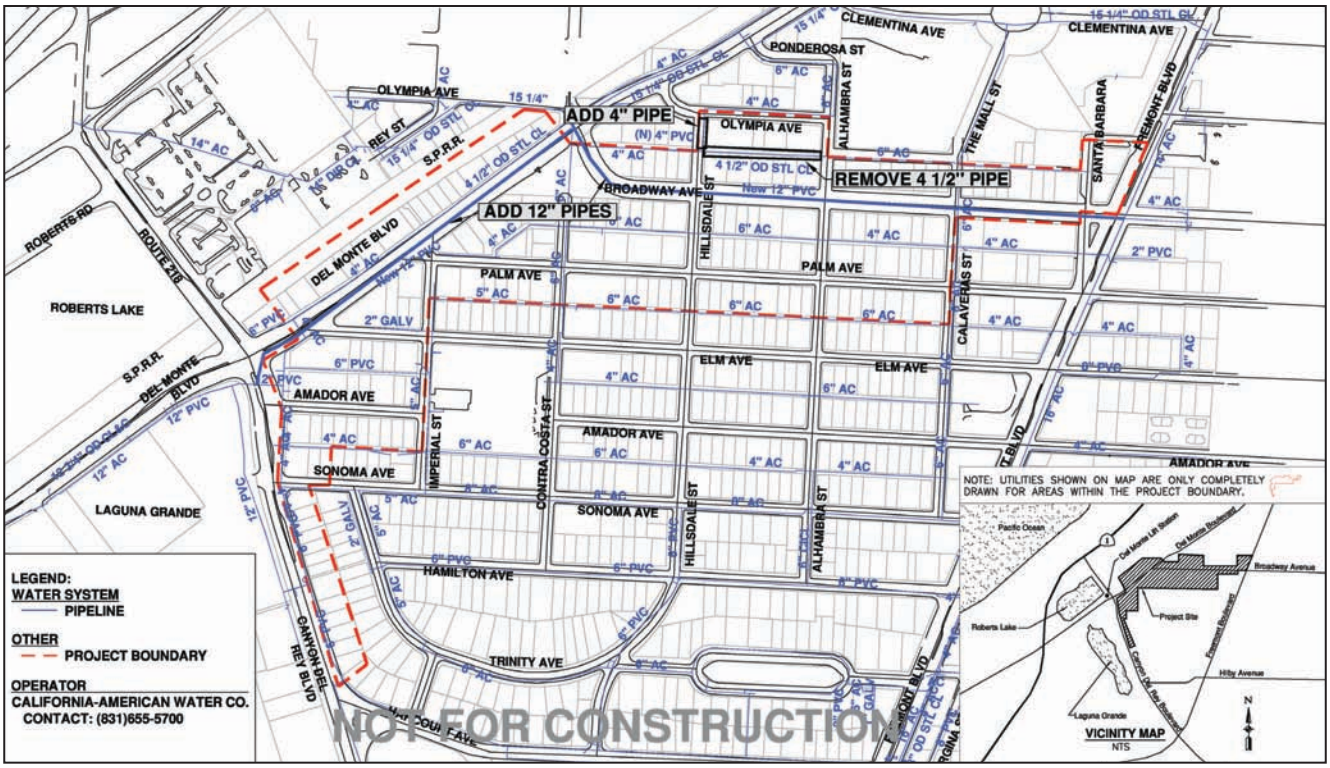


Figure 8-1. Conceptual Water System Implementation *(for illustrative purposes only)*

relocate any underlying utilities. The 440 feet of pipeline would need to be removed and the dead-end line at Hillsdale Street would need to be connected to the 4-inch water pipeline in Olympia Avenue, 140 feet to the north.

Other water facility improvements include hot tapping new services to existing water mains (i.e., connecting new laterals to existing, pressurized mains) and potentially upgrading fire hydrants or backflow preventors for fire line services. Much of the new construction, particularly the larger mixed-use buildings, will likely be sprinklered but may still require increased fire flows, and thus, larger pipelines, as discussed above.

c. Water Facilities Project Costs

Costs of water system facility improvements are associated with new water mains, pipe relocation, new hot taps and any connection fees. During redevelopment, fees for increased fixture units at each parcel within the Plan Area would be imposed. The Monterey Peninsula Water Management District credits the existing connections and fixtures at each parcel, but fees would be imposed for *increased* water connections and fixtures, if allowed.

Cal-Am recovers fees for new connections through its rate structure. Such connection and/or usage fees are estimated to increase primarily to cover the costs of newer and more expensive sources of water that are likely to be developed. An increase in fixture units may also require more lateral connections to mains.

Table 8-2 shows estimated costs for water system improvements related to development under the Specific Plan. Unit costs are given per fixture unit, equivalent dwelling unit (EDU), acre-feet per year (AFY), structure, item (EA) or feet (FT), based on published fees and experience with similar improvements. This cost estimate does not account for the construction of new or upgraded fire hydrants or fire service backflow preventers.

C. Wastewater

The Seaside County Sanitation District (SCSD) maintains the wastewater infrastructure within the Plan Area. The SCSD delivers the wastewater to a pump station owned by the Monterey Regional Water Pollution Control Agency (MRWPCA), which then pumps the sanitary sewage to the MRWPCA's treatment plant.

The Plan Area overlays two sewage catchments. Sewage from parcels west of Contra Cost Street flow to the Del Monte Lift Station at the intersections of Del Monte and Canyon Del Rey boulevards, prior to being pumped to the MRWPCA's Seaside pump station, which is west of Highway 1. Sewage in Contra Costa Street and further east flow in a general northward direction directly to the pump station.

The existing sanitary sewer infrastructure within the Plan Area was constructed more than 50 years ago. Infrastructure wears down and cracks with time due to weathering, corrosion, earth movement, tree roots and a number of other factors, which can increase infiltration of groundwater and stormwater into the sewer pipelines. Increased infiltration in turn increases wet weather peaking and potentially overloads the system.

Within the Plan Area, 6-inch sanitary sewer collectors run beneath Palm Avenue, Elm Avenue, Amador Avenue and the alleys adjacent to West

TABLE 8-2 **WATER SYSTEM IMPROVEMENT COSTS**

DESCRIPTION	QUANTITY	UNIT	UNIT COST[A]	COST (ROUNDED)
MPWMD Residential Connection Fees[b,c]	6,585	Fixture	$230	$1,514,600
MPWMD Residential Application Processin Fee[d]	523	EDU	$210	$109,800
MPWMD Commercial Connection Fees[5]	63	AFY	$21,618	$1,361,900
MPWMD Commercial Application Processing Fee[d]	72	Structure	$350	$25,200
Pipe Tap, 6" PVC	72	EA	$500	$36,000
Remove 6" Pipe Beneath Library + related	440	FT	$30	$13,200
Connect 6" Pipe Beneath Hillsdale Street + related	140	FT	$45	$6,300
Fire Backflow Preventor and Pipe, 4" Steel	50	EA	$2,500	$125,000
			Subtotal	$3,192,000
			10% Mobilization / Demobilization	$319,200
			25% Contingency	$798,000
			40% Engineering & Administration & Construction Management	$1,276,800
			Water System Improvements Costs	**$5,586,000**

[a] Costs do not include road improvements, surveying, grading, etc.
[b] Assumes 20 fixture units per EDU.
[c] Charged only for additional fixture units.
[d] Administration fees assume 1 structure per 5,000 SF.
[e] Based on WSA.

Broadway Avenue. Larger trunk lines run beneath Del Monte Boulevard, Canyon Del Rey Boulevard and Contra Costa Street.

1. Wastewater Project Conditions

Schaaf & Wheeler evaluated the Plan Area's wastewater system in two steps. Larger trunk lines were evaluated for capacity deficiencies based on the 2004 SSMP, its associated Hydra hydraulic model and recent discussions with the SCSD facilities staff. The smaller 6-inch pipelines were evaluated with a spreadsheet and input from as-built drawings, the SSMP and parcel data from the Hydra model.

The 2004 SSMP analyzed the SCSD sewer system and identified several existing and future structural and capacity-related concerns outside the Plan Area. A number of identified deficiencies will be the focus of capital improvement projects in the near future.

Under existing and future conditions, five of the 23 6-inch sewer collectors within the Plan Area were estimated to lack capacity during the current peak wet weather scenario. Three of these five collectors run beneath Palm Avenue between Calaveras and Contra Costa streets. A fourth runs beneath Alhambra Street as it crosses West Broadway Avenue, and the fifth runs beneath Amador Avenue between Canyon Del Rey Boulevard and Imperial Street.

The maximum expected sewage flows were calculated to be between 150 to 200 percent of the existing capacity of the pipe. Sanitary sewer pipelines were estimated to have sufficient capacity if the ratio of depth-of-flow to pipe diameter (d/D) was less then 50 percent for 8-inch diameter or smaller pipelines and less than 67 percent for larger diameter pipelines.

Similar to the water pipe running beneath the future library/parking project, a sanitary sewer pipe exists in the alley between West Broadway and Olympia avenues and will need to be realigned if the alley is overlain by a building. Further east, this same sanitary sewer pipe runs under Santa Barbara Street at the northwest corner of West Broadway Avenue and Fremont Boulevard. However, there are currently no plans to realign this stretch of sewer pipe.

Several brick manholes are located throughout the Seaside sanitary sewer system. These manholes are particularly susceptible to groundwater infiltration and lack the structural integrity of the now-standard precast manhole with reinforcement bars. All brick manholes within the Plan Area should be replaced or rehabilitated during redevelopment. According to the 2004 SSMP, brick manholes within the Plan Area are located:

- Along the 12-inch sewer line beneath Contra Costa Street (quantity 3).
- Along the 12- and 18-inch pipes beneath the alley between West Broadway and Olympia avenues, east of the future library/parking site (quantity 4).

2. Wastewater Project Solutions

These recommended wastewater improvements address all inadequate existing system conditions listed above, including upsizing existing pipes, realigning the library pipe and replacing brick manholes. A general analysis of the sanitary sewer pipelines indicates that the Plan loads could exceed the design capacity for the existing pipelines. Upsizing the deficient 6-inch sewer collectors to 8-inch or 12-inch lines is the most straightforward and inexpensive

solution. The new sewer pipelines would assume the same invert elevations, slopes, lengths and alignments as the existing sewer 6-inch pipe. Table 8-3 summarizes the sewer pipelines estimated as being undersized, as well as indicating their existing and recommended upsized diameters. Figure 8-2 is a conceptual map of these improvements.

The sewer pipe running east-west beneath the future library/parking project site may need to be removed so as to not interfere with the foundation or substructure of the library and the parking structure. The pipe can be realigned and connected to the manhole at the corner of Hillsdale Street and Olympia Avenue. Although this section of pipe does not exceed capacity, it should be upsized to 8 inches to meet the current City standards. Although there are no plans to realign the 12-inch sewer pipe running east-west between Fremont Boulevard and Santa Barbara Street, if it were relocated, the construction costs would be higher than for the collector under the proposed library due to its larger flows as a primary trunk line for the City. The seven brick manholes within the Plan Area could also be replaced with precast concrete manholes consistent with City standards.

The rest of the sanitary sewer pipelines were estimated to have sufficient capacity to carry projected sewer flows. This analysis is based on generous peaking factors which may overestimate the expected flowrates. A brief sensitivity analysis of the data was performed and found the results to be relatively insensitive to peaking factors. In other words, regardless of peaking factor, the same pipelines consistently showed deficiencies. Detailed analyses should be performed when designing new projects to account for more accurate sewer flows based on planned fixture units, demolished existing units and existing upstream development.

Based on the SSMP, there is sufficient capacity at MRWPCA's regional wastewater treatment plant north of the City of Marina to satisfy estimated increased sanitary sewer loading, which would account for less than one percent of the treatment plant's capacity.[1]

[1] The plant has a permitted capacity of approximately 29 million gallons per day (MGD), equivalent to 20,139 gallons per minute (gpm). The estimated Plan-generated increase is 180 gpm for the peak wet weather flow (PWWF), based on a peaking factor of 4 and average daily factors from the 2004 SSMP. The existing PWWF is estimated as 280 gpm, and the projected PWWF is 460 gpm.

TABLE 8-3 **RECOMMENDED IMPROVEMENTS TO WASTEWATER PIPES**

Pipe	Location	Length (Feet)	Existing Diameter (Inches)	Percent of Capacity	Upsize Diameter (Inches)
Amador Avenue	Imperial St. to Canyon Del Rey Blvd.	470	6	199%	12
Palm Avenue #1	Contra Costa St. to Hillsdale St.	440	6	192%	12
Palm Avenue #2	Hillsdale St. to Alhambra St.	450	6	153%	8
Palm Avenue #3	Alhambra St. to Calaveras St.	450	6	115%	8
Alhambra Street	Stretch across West Broadway Ave.	310	6	120%	8

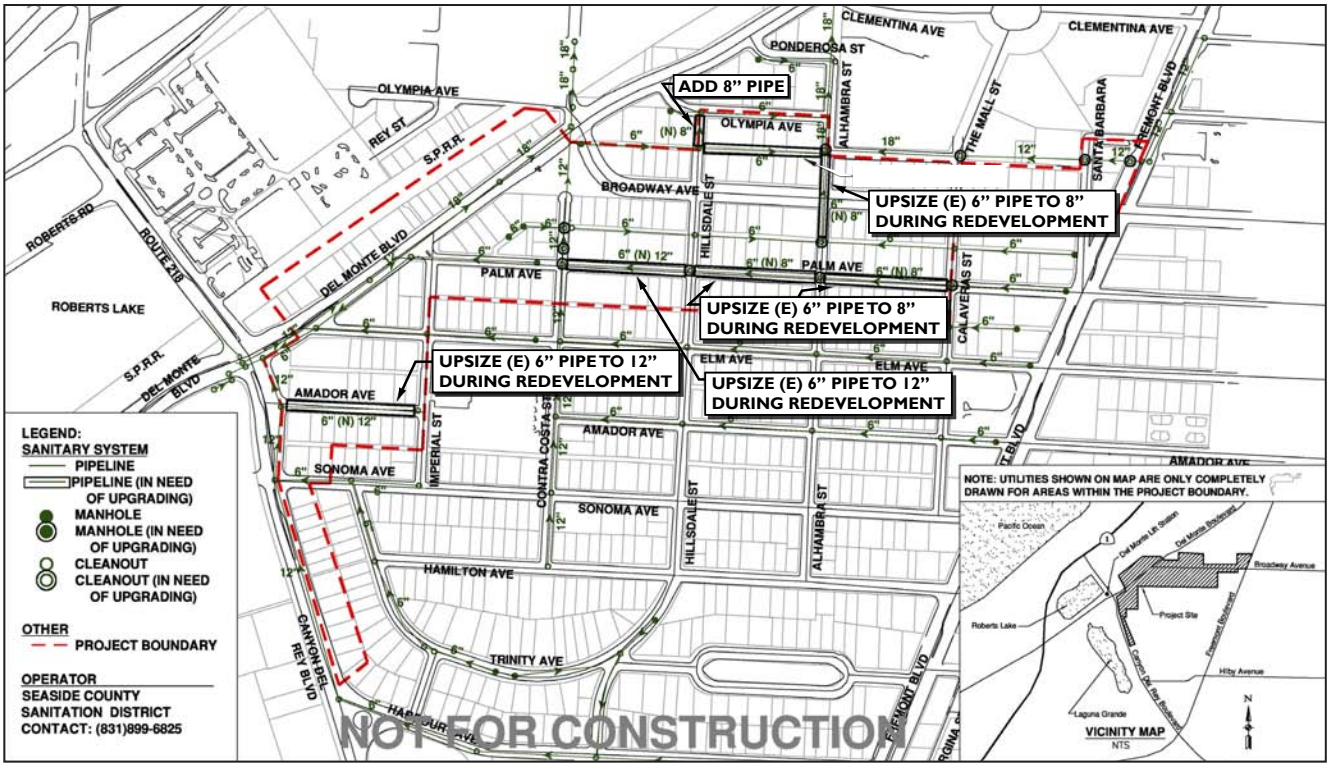


Figure 8-2. Conceptual Wastewater System Implementation *(for illustrative purposes only)*

Both sewer pump stations are relatively large, collecting sewage from areas much larger than the Plan Area, and no pump station capacity upgrades would be necessary to meet increased flows from non-Fort Ord Seaside redevelopments, according to the 2004 SSMP. Additionally, a decrease in sewage flow to the Del Monte lift station is anticipated after land zoned for residential use is converted to a linear park along the east side of Canyon Del Rey Boulevard.

3. Wastewater Project Costs

Table 8-4 reports the expected costs necessary to upgrade the wastewater system as described above. Approximately 1,670 lineal feet of 8-inch sewer trunk line would replace the existing 6-inch pipes, and 140 lineal feet of 8-inch pipe would connect the orphaned sewer pipe after a 440-foot length of pipe is removed from beneath the future library site, north of Broadway Avenue. As described above, brick manholes and those tied to any relocated sewer pipelines will need replacing. There are nine total manholes needing to be replaced. Approximately four other manholes connected to pipelines requiring upsizing may need to be replaced as well, for ease of construction, however, costs to replace these are not included in this estimate.

Similar to the water system improvements, connection fees for increased fixture units and loading apply to the wastewater improvements. There are 439 projected additional residential dwelling units within the Plan Area at buildout. The commercial development is projected to include an increase of 223 EDUs, based on additional commercial floor area of 362,300 square feet, 2.5 people per 1,000 square feet, and 1 EDU being equivalent to 2.5 people. MRWPCA's sewer connection fees, currently at $2,732, as well as the SCSD's charges, estimated as $1,570.90, would be incurred for each additional unit. These costs do not account for inflation of the connection fees over time.

Given the age of the wastewater infrastructure within the Plan Area, most of this infrastructure should be rehabilitated or outright replaced. Although replacing all pipes, manholes and other related sewer infrastructure would significantly increase the costs of Plan implementation, the redevelopment process offers a great opportunity to undertake this construction since streets and other utilities will be impacted regardless. Combining sewer replacements with other disruptive utility work reduces the total costs of such work. A planning-level estimate to replace the sanitary sewer system within the Plan Area is $1.5 million.

TABLE 8-4 **WASTEWATER SYSTEM IMPROVEMENT COSTS**

Description	Quantity	Unit	Unit Cost[a]	Cost (rounded)
MRWPCA Residential Capacity Charges[b]	439	EDU	$2,732.00	$1,199,300
Seaside Residential Connection Fees[b,c]	439	EDU	$1,570.90	$689,600
MRWPCA Commercial Capacity Charges[b]	223	EDU	$2,732.00	$608,600
Seaside Commercial Connection Fees[b,c]	223	EDU	$1,570.90	$349,900
8-inch PVC in Trench w/Backfill	1,210	FT	$38.50	$51,200
12-inch PVC in Trench w/Backfill	910	FT	$46.50	$42,300
Remove 6-inch Pipe beneath Library + related	440	FT	$40.00	$17,600
SS Manholes (4 ft diameter, 6 ft to 10 ft deep)	9	EA	$6,250.00	$56,300
			Subtotal	$3,014,800
			10% Mobilization / Demobilization	$301,500
			25% Contingency	$753,700
			40% Engineering & Administration & Construction Management	$1,205,900
			Sanitary Sewer System Improvements Costs	**$5,276,000**

[a] Costs do not include road improvements, surveying, grading etc.
[b] Charged only for additional fixture units.
[c] Assumes 1 EDU per 2,500 square feet.

D. Storm Drainage

The City of Seaside Public Works Department maintains and operates the limited storm drainage infrastructure within the Plan Area, as well as the streets that convey stormwater flows.

1. Storm Drainage Project Conditions

The Federal Emergency Management Agency (FEMA) develops Flood Insurance Rate Maps (FIRMs) that determine flood risks in communities. The effective FIRM for Seaside indicates that the Plan Area is within Flood Zone B, which does not require flood insurance. The FIRM information suggests that the Plan Area is not subject to regular flooding of less than a 100-year event, and concerns about stormwater flooding should not overly impact the Specific Plan.

Nevertheless, localized flooding can occur and is documented as occurring in the Plan Area, likely due to inadequate storm drainage infrastructure. There is significantly less stormwater infrastructure within the Plan Area than water or wastewater infrastructure.

As with the wastewater system, the storm drainage system for the Plan Area is divided into multiple catchments due to topography. The northern half of the Plan Area near West Broadway Avenue drains northward and outlets into Monterey Bay. A second catchment collects stormwater runoff along Elm Avenue and Del Monte Boulevard and outlets into Roberts Lake. A third catchment collects stormwater runoff along Canyon Del Rey Boulevard and Trinity Avenue and outlets into Laguna Grande.

Known stormwater drainage deficiency locations[2] include:

- Fremont Boulevard at Broadway Avenue
- West Broadway Avenue from Fremont to Del Monte boulevards
- Canyon Del Rey Boulevard from Harcourt to Sonoma avenues

Storm drain infrastructure improvements have typically focused on designing systems to convey the expected quantity of stormwater runoff, but water quality regulations and environmental concerns increasingly influence the design of storm drain systems as well. The Monterey Regional Stormwater & Education Alliance (SEA) is a group of public agencies tasked with implementing the Monterey Regional Stormwater Management Program (MRSWMP) as part of the agencies' National Pollutant Discharge Elimination System (NPDES) permit, which allows stormwater discharges to EPA-regulated waters of the U.S. The MRSWMP requires various stormwater Best Management Practices (BMPs) for construction projects and new development or redevelopment projects. Therefore, in addition to Specific Plan policies, all construction and development built under the Plan itself will be required to implement stormwater BMPs, such as drainage swales, retention basins, oil/water separator units or similar facilities.

[2] Stormwater drainage problems were identified by physically inspecting the Plan Area, by consulting City engineers and Public Works personnel, and by studying related documents.

2. Storm Drainage Project Solutions

The three stormwater problem areas listed above can be mitigated by little or no added pipes, manholes, inlets or outfalls. Environmental concerns and tighter regulation of stormwater runoff from urban areas have motivated the City of Seaside to explore storm drainage alternatives to catch basin collection and pipeline conveyance. In particular, the historical patterns of stormwater percolation and the underlying soil qualities in Seaside encourage onsite stormwater retention, which requires storage and percolation of captured stormwater.

After redevelopment and implementation of on-site drainage, the existing stormwater drainage problems identified above may slightly decrease. Other than percolation basins and proper landscaping, new stormwater infrastructure such as pipes, manholes, inlets and outfalls will be very limited or perhaps unnecessary.

To address existing stormwater infrastructure deficiencies and meet the Plan's needs, specific recommendations by area are as follows.

a. Fremont Boulevard at Broadway Avenue

An underground percolation basin under one lane of traffic beneath West Broadway Avenue could be installed and fed by existing storm piping in the area. A new area drain at the lowest point could also be installed and directly feed the basin.

b. West Broadway Avenue from Fremont Boulevard to Del Monte Boulevard

There is no record of existing water-resource related infrastructure beneath approximately 2,000 feet of West Broadway Avenue except at the Alhambra Street and Santa Barbara Street crossings. Strategically located and sized underground percolation basins beneath cross streets such as Calaveras Street and near the intersection of West Broadway Avenue and Alhambra Street would improve drainage. A new inlet would be needed by the Calaveras Street percolation basin. After West Broadway Avenue is realigned to intersect Del Monte Boulevard perpendicularly, an existing catch basin and approximately 60 feet of storm drain pipe will need to be removed. If necessary, an area along the south side of West Broadway Avenue has been identified as potential location for a percolation basin, inlets and necessary piping.

c. Canyon Del Rey Boulevard from Harcourt Avenue to Sonoma Avenue
An underground percolation basin on the east side of Canyon Del Rey Boulevard just south of Sonoma Avenue would adequately drain the road, allow for landscaping, and reduce pollution to Roberts lake. This portion of the Plan Area is planned as a linear park. A potential percolation basin at this location is of particular interest because there have been discussions of trying to divert more runoff into Laguna Grande for water supply purposes. Currently, water in Laguna Grande percolates, evaporates or slowly discharges to Monterey Bay through Roberts Lake. However, if Laguna Grande were to be used as a future water supply source, the construction of percolation basins beneath the future linear park may need to be reconsidered - either in terms of relocation or ruling out percolation here altogether to favor water supply production.

d. Gateway Hotel Development
Although not part of the current plans for the hotel development, a sixth percolation basin could be placed within the hotel development site near the corner of Elm Avenue and Del Monte Boulevard. Although no flooding has been identified near this location, a percolation basin near the existing inlet would completely or substantially reduce the 100-year design storm runoff flows entering Roberts Lake. The necessity of this percolation basin faces similar issues as the basin along Canyon Del Rey Boulevard.

The quantity, size and location of the proposed percolation basins, shown in Figure 8-3, is conceptual and intended to suggest general basin locations. The quantity, sizes and locations of these conceptual basins have not been rigorously estimated and are not presented to scale. Further engineering should be performed once specific redevelopment plans have been created to size any planned BMP or retention facilities. In particular, although the soil beneath the Plan Area is likely conducive to constructing percolation basins, soil at each proposed basin location would need to be tested to verify a reliable percolation rate. Such site-specific testing for each proposed percolation basin would be necessary to measure groundwater table levels, the likelihood of localized aquitards (impermeable soil layers), or other unfavorable soil characteristics affecting groundwater movement.

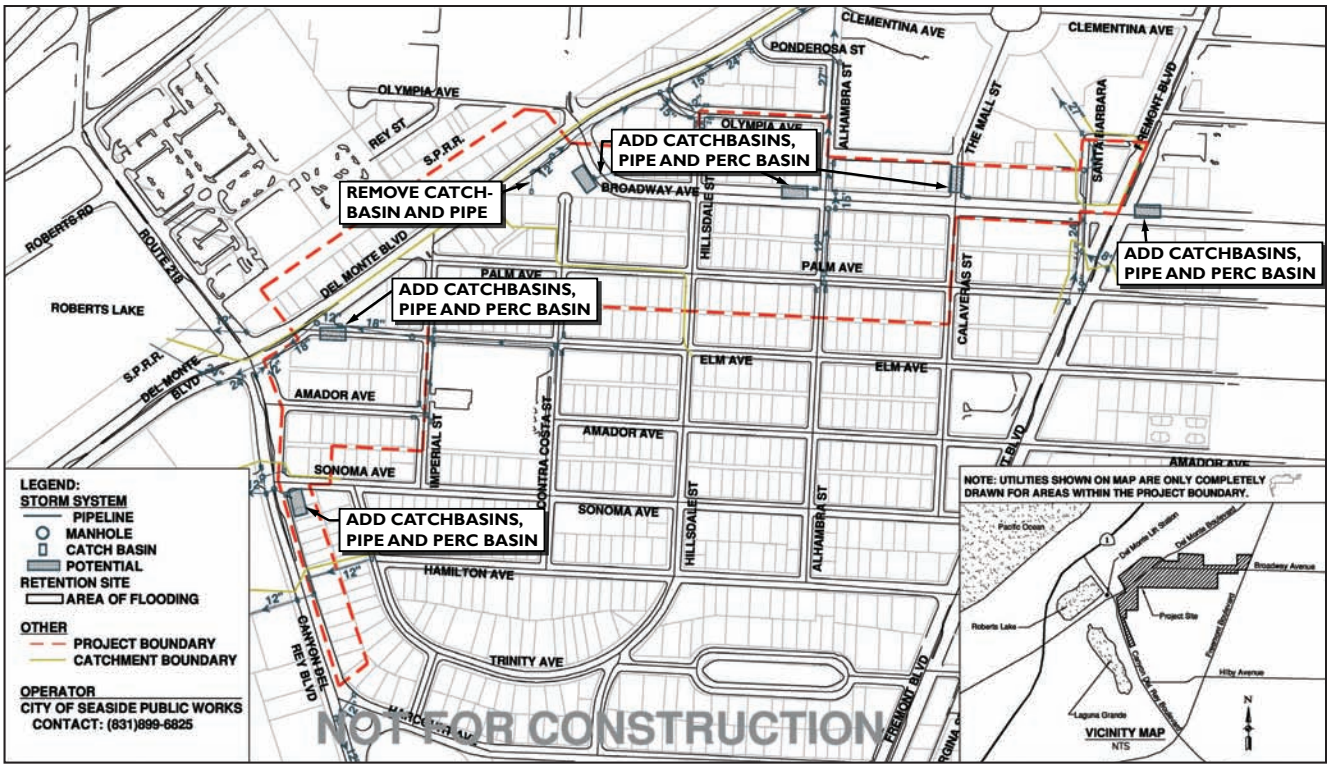


Figure 8-3. Conceptual Stormwater System Implementation *(for illustrative purposes only)*

3. Storm Drainage Project Costs

Table 8-5 presents the expected storm drainage system improvement costs. Unit costs, either by foot (FT) or per item (EA), are given and based on previous experience in the area. The estimate includes six 'below grade' percolation basins. The exact costs, sizes and locations of the percolations basins are estimates.

There are other costs related to the percolation basins. Approximate expenses for inlets, pipe, traps and connections are included. The cost to remove the inlet and attached 60-foot length of pipe near the existing intersection of Del Monte Boulevard and West Broadway Avenue is also included.

The cost estimate does not include costs of replacing the entire storm drain system or of site specific landscaping. Similar to wastewater infrastructure, pipes, manholes, inlets, outlets and cleanouts all fail and decompose over time due

TABLE 8-5 **STORM DRAINAGE SYSTEM IMPROVEMENT COSTS**

Description	Quantity	Unit	Unit Cost[a]	Cost
15" RCP in Trench w/Backfill	100	FT	$130	$13,000
Catch Basins w/15" Laterals	4	EA	$5,000	$20,000
Sediment & Oil Trap	6	EA	$15,000	$90,000
Percolation Basin (Below Grade)	6	EA	$30,000	$180,000
Percolation Basin (At Grade)	0	EA	$10,000	$0
Connection to Percolation Basin	6	EA	$3,000	$18,000
Remove Catchbasin + 60' of Pipe	1	EA	$3,000	$3,000
			Subtotal	$324,000
			10% Mobilization / Demobilization	$32,400
			25% Contingency	$81,000
			40% Engineering & Administration & Construction Management	$129,600
			Storm Drainage System Improvements Costs	**$567,000**

[a] Costs do not include road improvements, surveying, grading etc.

to harsh subterranean conditions. Upgrading these structures is not planned; however, it would be easier to replace segments or large portions of the system during upcoming redevelopment.

E. Wet Utilities Summary

This section summarizes the information in this chapter and the improvements needed to accommodate the proposed development of the West Broadway Urban Village. More detailed planning and engineering design work for these utility systems will be required prior to redevelopment of most of the properties within the Plan Area.

1. Water

Water system solutions include:

- Identifying potential future sources of water
- Implementing water conservation practices

- Installing pressure-reducing valves, if necessary
- Rerouting an existing water pipeline
- Installing two new 12-inch water mains

Potential water sources include recycled wastewater, Carmel River flows seasonally stored in groundwater aquifers, desalination of seawater, or water transfers from other sources.

The existing water pipeline requiring relocation runs east-west in the alley between West Broadway and Olympia avenues between Hillsdale and Alhambra streets. It could be realigned north-south beneath Hillsdale Street from the same alley up to Olympia Avenue. The new water mains would need to run east-west along West Broadway Avenue or a parallel street and down Del Monte Boulevard in the Plan Area.

2. Wastewater

Wastewater system solutions include:

- Upsizing certain pipes and manholes
- Relocating an existing sewer collector

The existing sewer collector requiring relocation parallels the water line requiring relocation, running east-west in the alley between Broadway and Olympia avenues between Hillsdale and Alhambra streets. The new alignment would be north-south beneath Hillsdale Street from the same alley up to Olympia Avenue.

Given the infrastructure's age, the entire sanitary sewer infrastructure should be rehabilitated or replaced as streets and blocks are redeveloped. Five 6-inch sewer collectors within the Plan Area are estimated as undersized for projected wastewater loading. Three of these lines are beneath Palm Avenue, one beneath Amador Avenue, and one beneath Alhambra Street. They should be upsized to either 8-inch or 12-inch collectors, based on hydraulic analysis.

3. Stormwater

Storm drain system solutions include:

- Installing underground percolation basins
- Constructing inlets and piping

- Maintaining and implementing adequate landscaping and pervious surfaces to reduce surface runoff

Percolation basins reduce stormwater runoff by retaining and infiltrating excess flows. They can be sized and located to best mitigate the areas of existing and projected drainage problems and installed underground to maximize land use within the Plan Area. Landscaping and pervious surfaces are recommended to reduce runoff and meet other water quality demands.

Table 8-6 presents the estimated total costs of implementing the improvements listed in this chapter. Costs are not included for on-site improvements, traffic control during construction, permit fees, easements or real estate.

F. Infrastructure Construction Phasing and Coordination

Two factors primarily drive the phasing of implementation of the Specific Plan and the wet utility infrastructure: economics and water supply. The economics of the Specific Plan and its effects on phasing are beyond the scope of this evaluation. The effects of the available water supply, however, are critical to these evaluations. In fact, given events and politics of the past several years in the Monterey Peninsula, water supply will likely influence Plan phasing more than any other single factor.

The development phasing of the Plan Area, at least during the next ten years, is closely linked to water availability. Water supply projections indicate that the Plan could proceed as planned through Phase 1, including the proposed public library and parking structure, as well as the planned hotel development, given reasonable promises for water supply.

A large-scale new water supply project would have to be developed and operational, or additional water allocations would need to be given to the Plan Area, to meet the water demands of any large-scale redevelopment beyond five years, with intensified usage along West Broadway Avenue, Del Monte Boulevard and Palm Avenue. Once a large-scale water supply project is operational, water supply should not be a limiting factor in the Plan's implementation.

TABLE 8-6 **TOTAL PROJECT COSTS**

Wet Utility	Improvement Cost[a]
Water System	$ 5,586,000
Sanitary Sewer System	$ 5,276,000
Storm Drainage System	$ 567,000
Total	$ 11,429,000

[a] To account for inflation as the utilities are constructed, the cost estimates provided are indexed to the April 2008 construction cost index published in the Engineering News & Record (SF CCI = 9150.17, 20-City CCI = 8109.00).

Aside from realigning and upsizing one water pipe beneath the future library/parking project site, the two new water mains and the wastewater pipelines and manholes are the only facilities estimated to need replacement during redevelopment in the Plan Area. Specific wastewater pipelines and manholes needing rehabilitation or replacement due to structural problems should be determined by staff of the City Public Works Department via the condition assessment study recommended in the 2004 SSMP. The governing utility agencies should also coordinate any infrastructure work for the Plan with other road and land redevelopment.

Aside from the water supply restriction, infrastructure improvements could proceed as necessary or as the governing agency, such as the City or Cal-Am, has funding for such projects. For infrastructure improvements benefiting only or mostly redeveloped parcels, either the governing agency can implement such improvements and recover costs through appropriate improvement fees, or the developers can implement the infrastructure as part of the redevelopment projects and set up a reimbursement agreement with the governing agency.

It is important for the City, other public agencies and private developers to coordinate the implementation of various elements of the Plan, such as utilities and streetscape improvements, to minimize infrastructure construction costs and the disturbance of the public through service shut downs, noise and road detours, among others. Street improvements, especially the realignment of the West Broadway Avenue and Del Monte Boulevard intersection, will need broad coordination between agencies, property owners and private developers.

IMPLEMENTATION 9

Bay Area Economics (BAE) conducted economic analyses throughout development of the West Broadway Avenue Specific Plan to inform consideration of market support for potential uses, assess various types of development and their feasibility, and formulate an implementation strategy.

A. Market Positioning

During the timeframe of West Broadway Avenue Specific Plan implementation, there will be significant new development elsewhere in Seaside, including in the former Fort Ord area, as well as in adjacent communities. These developments will include a variety of large-scale single-family and townhouse subdivision developments, big box and large lifestyle retail centers, and potentially large-scale commercial spaces.

The West Broadway Avenue Urban Village area is best suited to small-scale development by virtue of its smaller parcel sizes. This presents an opportunity to target the types of development that will not occur elsewhere in the area, rather than trying to duplicate the types of large-scale development that is not well-suited to the Plan Area and for which the Plan Area is not competitive. A unique mix of development types can help create a distinctive identity for the West Broadway Urban Village, and promote the downtown identity that the City seeks for this core area.

1. Housing

The Plan Area offers an opportunity for new residential development, particularly for multi-family units, live/work, and other types of products typical of downtown areas. The Plan Area would most strongly appeal to people interested in living in Seaside but who have a preference for housing other than the single-family housing typical of the City's existing housing stock.

Housing units can be targeted at a range of households, including young singles and families seeking more affordable units; urban-style units appealing to area

"empty nesters" looking to downsize; live/work lofts targeted at area artists, craftspeople and others looking to combine work and living spaces in one structure; and families needing affordable three-bedroom and larger units.

Current median household incomes in Seaside, and the high price of housing in the city and throughout the region, means that current and future residents will benefit from construction of for-sale and rental below-market rate townhouses, condominiums and live/work units as well as rental units pursuant to the City's inclusionary housing ordinance.

2. Office

There is currently a limited office market in Seaside, with office uses primarily located in small storefront commercial space and small office buildings primarily housing local businesses and professional service firms. The nearby Ryan Ranch office park has had strong demand for for-sale office condominiums, a product type that appeals to small professional services, creative services firms, and other businesses and which may represent an opportunity for the Plan Area.

Office spaces in the Urban Village would consist of a variety of smaller spaces oriented towards professionals and other local businesses. Once the future light rail/bus rapid transit system is operating, the locations along Del Monte Boulevard and the west end of West Broadway Avenue may attract firms interested in providing their employees with transit opportunities, as well as the quick connections that will be possible to Monterey and Marina. Another opportunity could be the development of office condominium units of 5,000 square feet or less targeted at firms that want to own their own space, particularly if these units can offer price advantages over recent office condo development at Ryan Ranch, along with superior transit access.

3. Retail

The existing retail concentration in adjacent Sand City, and the new lifestyle and big-box retail at former Fort Ord sites means that the Plan Area will need to position itself to attract downtown-type retailers rather than those more interested in these other projects.

The strongest retail opportunities for the Plan Area will likely be smaller retail spaces of 2,000 to 10,000 square feet of space, with a focus on small and medium-sized neighborhood-serving retail, smaller family-oriented and ethnic food retail and services, as well as other unique, niche neighborhood retail and services. This includes smaller franchise operations whose trade area would be primarily in the downtown and adjacent areas. The smaller retail space is well-suited to a mix of high-quality local retailers as well as regional and national retailers interested in a downtown setting. Additionally, retention of selected existing retailers, such as Goodwill, can help create an eclectic and unique environment.

Another opportunity may be home improvement showrooms and related design-type uses. There is an emerging cluster for this use across Del Monte Boulevard in Sand City (and the Plan Area already has a couple design and construction-related companies). The adjacent higher-end automotive retailers attract the same types of customers as these design-oriented businesses.

4. Local Entrepreneurship

There are specific opportunities in the Urban Village to enhance local entrepreneurship and the creation of small businesses. A retail incubator, particularly one near a high traffic location such as the new library, could provide an opportunity for local entrepreneurs to test new business concepts, with successful ones potentially expanding into storefront spaces in the Plan Area.

5. Lodging

The Monterey Peninsula region will experience the opening of numerous types of hotel properties in the next several years, including the new Fairmont development located in the Seaside Resort development, adding another 500 to 1,000 rooms in the near term, and potentially another 1,000 rooms to the inventory in the longer term. Existing planned and proposed projects suggest moderate potential support for additional lodging within the Plan Area. Enhanced retail uses in the Plan Area could offer a complementary amenity to potential new hotel development.

B. Financial Feasibility

BAE conducted a financial feasibility analysis for prototype projects comparable to the development envisioned in the West Broadway Avenue Specific Plan to better understand the relationship between total development cost and the value of completed projects, and whether there are any "feasibility gaps" that would prevent desired new development from occurring.

The prototype projects that were evaluated included:

- Mixed-use with ground floor retail and parking with three stories of for-sale condominiums above and for-sale townhouses units in the rear of the project.
- Mixed-use transit-oriented development near the future Transportation Agency of Monterey County (TAMC) light rail / bus rapid transit system, with ground floor retail and one story of office use above.
- Small for-sale live/work development, with ground floor work space, and residential space above.

Based on current market rents, sale prices and development costs, and including required inclusionary housing units, development appears to be financially feasible without a need for substantial public assistance for all three types of projects. This finding, combined with the market potential of the area, suggests strong near-term potential for successful redevelopment in the Plan Area.

C. Catalyst Projects and Retail Recruitment

Three factors may have limited developer interest in the Plan Area to date. The first factor is the absence of a comprehensive public improvement plan that demonstrates the City's commitment to public investments to complement new private investment. The second factor is the lack of entitlements that allow denser, mixed-use development that is needed to make projects feasible, given the high expense of assembling and acquiring existing improved properties.

A third factor is the "pioneering" nature of the new types of mixed-use and other development envisioned for the Plan Area. Although most of the pro-

posed development appears to be financially feasible without substantial public assistance, until examples of these types of projects are successfully developed, the West Broadway Plan Area may be considered risky and unproven, potentially limiting the number of interested developers.

1. Catalyst Projects

Catalyst projects can prove the market potential of the Urban Village. The Redevelopment Agency of the City of Seaside (RACS) can identify and assist selected "catalyst" projects in key locations, including providing targeted financial assistance to reduce developer risk. Such catalyst projects, once successful in proving the market potential of the Plan Area, should stimulate greater interest from other developers in similar new projects, without financial assistance from the Redevelopment Agency. Eventually, projects will occur without financial assistance from the RACS.

a. City Center

Although it is outside the Plan Area, the adjacent City Center retail project at Fremont Boulevard and West Broadway Avenue represents a catalyst project. Other developers will look closely at the success this project has in attracting new retailers when deciding whether to proceed with new retail development in the area. For this reason, it is very important that this project successfully lease-up, with a tenant mix consistent with the goals for the Plan Area.

b. Library and Parking Structure Mixed-Use

The new library/parking project can also serve as a catalyst project, both because of its central location and because its parking structure could provide additional parking for the area, allowing other nearby West Broadway Avenue projects to provide less parking, enhancing their feasibility.

c. Mixed-use Office at Transit Center

Another catalyst project could be the mixed-use office/retail project on Del Monte Boulevard near Contra Costa Street, adjacent to the future transit station, because of its potential to prove the viability of new office development in the Plan Area.

2. Retailer Recruitment Strategy

The Specific Plan envisions a dynamic mix of existing Plan Area retailers, high-quality local and regional retailers attracted to open a new location in the area,

and an appropriate number of California and national retailers. Many larger chain retailers are least interested in unproven downtown locations, especially ones not in a modern retail format such as a lifestyle or big-box center, or regional mall. For this reason, most national retailers are more likely to enter an area after its retail potential has been demonstrated.

Local experienced retailers that operate one or more locations, and are potentially interested in expanding their businesses, are prime prospects for the early rounds of leasing in an emerging area. This would include existing retailers in Seaside and other cities of the Monterey Peninsula area, as well as retailers in Salinas or other areas within a reasonable drive. These types of retailers have the experience to know how to attract customers and understand local residents and their interests. At the same time, these are not the types of retailers who may be identified or respond to typical leasing activities for new centers, nor are they the types of tenants that leasing brokers necessarily target.

Other small retail districts have successfully engaged retail consultants to develop and implement retailer recruitment strategies. Such strategies seek to identify and engage strong local retailers and determine the types of new retail business that most interest them, and then match that interest with available spaces. Retention by the City of a retailer recruitment specialist could complement the leasing activities that would be undertaken by individual developers.

Priorities for retailer recruitment would include entertainment, arts-related, restaurant and unique types of retail uses that can help establish a destination, as well as specialty grocery and services that serve as amenities for new downtown residents and businesses.

D. Implementation Challenges

The implementation of the West Broadway Avenue Specific Plan will face a number of implementation challenges. The City and its RACS can address these challenges in a variety of ways.

1. Land Assembly

The small size of existing Plan Area parcels makes land assembly difficult, time-consuming and prone to failure. Because of these challenges, developers are often unwilling to enter into projects that require significant land assembly. While Cities possess the power of eminent domain, its use tends to generate significant public opposition that can stall projects. For these reasons, land assembly is most effectively done on a willing seller basis, with use of eminent domain as a last resort.

The RACS should take an active role in facilitating land assembly in the Plan Area through a combination of option agreements, or to the extent funding is available, on an outright purchase basis. Investments in land can be recouped from future sales to developers. The recent economic downturn may provide a near-term opportunity to acquire targeted parcels at a lower cost than would have been possible during the recent real estate boom.

2. Parking

Parking requirements are the single factor that has the most impact on the density, size and type of development that can occur on a given site. Particularly for mixed-use development, especially podium-type projects with parking behind ground-floor retail, small parcels can create inefficient parking layout and limit project size. The cost of providing new parking, particularly in expensive parking structures or podium projects, is a major factor affecting whether many projects are feasible for developers.

Mixed-use development can generate significant efficiencies when uses have different peak periods (e.g. offices require daytime parking while apartments require nighttime parking). Transit-oriented development that encourages the use of transit can further reduce parking needs.

In addition to modification of parking requirements, the creation of a parking district or other mechanism to allow sharing of parking among buildings within the district can make better use of parking resources and reduce development costs. The parking district can create a mechanism for shared use of publicly-financed or developed parking structures (including assessments from properties to cover the cost of spaces), or can provide for allowing shared use of privately developed parking with financial or other consideration to those providing the parking.

3. Near-Term Market Conditions

The recent real estate market downturn has affected the development of primarily residential development, particularly multi-family development in many markets. Locally, planned new residential development in former Fort Ord has been delayed. As the potential for a broader economic downturn increases, demand and rents for commercial space that has held steady may decrease.

Even pessimistic projections anticipate an economic downturn ending by sometime in 2009. Given the timelines for Specific Plan approval, and then for predevelopment work on new projects described in the Specific Plan, as well as construction, the earliest that new development in the Plan Area would begin sales or leasing would be sometime late 2010, and more likely in 2011. By this time, economic conditions, including capital market conditions and the availability of financing for developers and purchasers, should be considerably better than today.

4. Visibility, Identity and Critical Mass

The Plan Area currently suffers from a lack of visibility and identity, or even has a negative one, due to its obsolete structures, worn-out streetscapes and public areas, and weak tenant mix. The City has worked to secure some promotional events that have proven successful in attracting Seaside residents and others. This is discussed further in Chapter 10. As Specific Plan implementation moves forward, the following actions should occur:

- An increased program of promotional and community events year-around, particularly as new West Broadway Avenue streetscape improvements are completed. As part of making the Plan Area Seaside's "downtown," West Broadway Avenue should be designed and programmed as Seaside's "living room," a setting for large-scale public ceremonies and events, as well as live entertainment, arts events and so on. Events targeted at CSUMB students and faculty can help draw them to the area.
- The Plan Area should be promoted as "Downtown Seaside," with publicity materials, event descriptions, marketing activities, etc. seeking to promote this branding.
- As the City assembles parcels and provides assistance to catalyst projects, it should seek to mass new development. Dispersing development over a larger area can reduce its visibility and impact. Promoting nodes of new

development within the Plan Area not only helps those projects become more successful, it can encourage developers and investors to seek out the next nodes to start redeveloping. Potential key nodes include the properties around the West Broadway Urban Village project, the library/parking project site and the transit station site.

E. Implementation Funding Sources

There are a range of funding sources available for Plan implementation, with most of the costs funded by private investors in new development, and the City providing investment in public improvements and targeted investments as needed for specific projects. Follow up actions to the Specific Plan will include more detailed design work for public improvements (intersection and roadway redesign, street sections, streetscapes, etc.) and the development of cost estimates for those improvements. The cost estimates will enable the future development of a financing plan that matches specific sources of funds with the anticipated uses.

Projects may be funded either from single sources, or in many cases a combination of debt sources as well as grant funds. The particular mix, for both individual projects and the overall program, will be set forth in the future financing plan for the project.

Public improvements will likely be funded through a combination of debt (i.e. bond) and grant sources. These sources can include new fiscal revenues generated by redevelopment in the Plan Area (property taxes, sales taxes, transit occupancy taxes), impact fees on new development or assessments upon property owners, as well as funds from federal, State or regional grant programs for eligible projects. Developers of projects may also provide public improvements as part of their projects, pursuant to development agreements.

There are, in addition to the sources shown below, other bonding sources that could be used. However, since these would rely upon commitments from existing General Fund sources, and thus impact current activities supported by the General Fund, they are not included here.

1. City Sources

There are a number of funding sources at the City level.

a. Tax Increment Financing

The Plan Area boundaries coincide with several City Redevelopment Project Areas, and therefore, tax increment financing from property taxes created by new development could represent the largest source of funding. This would not increase property taxes for existing property owners. Projections are being updated for the amount of tax increment funds that may be available for the Plan Area; a significant amount of funds are expected to be available. The ultimate mix and amount of funding will need to be identified through a Specific Plan Financing Implementation Plan matched to more detailed future plans for public improvements.

b. Affordable Housing Set-Aside Funds

Community redevelopment law requires that 20 percent of all new tax increment funds be set aside for either rental or for-sale housing for low and moderate income households. The RACS is updating its projection of available housing set-aside funds, but given previous investments, expects a relatively modest amount until new development in the Plan Area generates new tax increment. Available set-aside could be used for mixed-income projects in the Plan Area or for workforce housing. Prior to the recent real estate market turn-down, the Plan Area has seen minimal new housing investment even though the area is within a market with unmet demand for both market-rate and affordable ownership and rental housing units. Once a successful affordable multi-family rental or condominium project were to be developed in the Plan Area as the residential real estate market recovers, it could help generate interest by market-rate developers in developing additional market-rate rental or ownership projects.

c. Assessment Districts

Assessment districts provide a mechanism for property owners to choose to levy an additional tax upon themselves for identified purposes. California law allows the creation of assessment districts for a wide variety of purposes; these can either fund capital improvements, or be established for operating costs, such as a lighting and landscaping district. Mello-Roos community facilities districts are a type of assessment district that is usually established prior to

subdivision of land for development in order to finance the construction of new infrastructure to serve that development.

There are two primary challenges in establishing assessment districts, particularly for already developed areas such as the Specific Plan Area. The first challenge is that total property taxes can only rise a certain amount before new development is disadvantaged relative to properties not subject to an assessment. The second challenge is that creation of assessment districts require a majority vote of property owners weighted by property value. In an area with numerous small properties and extensive residential development the prospect of a tax increase may be difficult to pass.

A Business Improvement District (BID) is a type of assessment district that can assess either business owners or property owners, or both, to fund promotional, marketing and other activities, including additional maintenance or other public services or improvements. However, given the relatively modest level of retail currently within the Plan Area, a BID would generate limited funds.

d. Development Impact Fees

Impact fees are fees levied upon new development to mitigate the effects of that development. For example, TAMC is considering the imposition of a regional impact fee on new development to fund transportation improvements. Establishment of an impact fee requires documentation through a study that meets the requirements of AB1600 for establishment of a clear nexus between the fee to be collected and the improvements that will mitigate the impact of development.

A number of Cities have created "commercial linkage fees" for new commercial development to raise funds to meet workforce and affordable housing demand that is induced by new development. Other common types of impact fees fund park and open space improvements. The City of Seaside currently has no impact fees.

e. Revenue Bonds

Public activities that are revenue generating, and create sufficient cash flow to cover operating costs and debt service, can potentially issue tax-free municipal debt to cover the cost of capital improvements. A common example of this

is revenue bonds for parking garage construction where there is paid parking. The new library/parking project might be funded in part through the use of revenue bonds, provided revenue is generated from users, such as auto dealers parking inventory there, or from a lease of the facility to another entity such as the RACS.

f. General Fund Debt Obligations

New commercial and lodging development in the Plan Area will generate significant new sales tax and transit occupancy (lodging) tax revenues that will flow into the City's General Fund. This new money could be used to finance debt service on tax-exempt debt obligations so that existing activities provided through the General Fund are not impacted. Such a General Obligation bond, however, requires a 2/3 vote of local residents, except for educational facilities, to approve. Alternatively, for facilities that can serve as collateral for debt, certificates of participation are a public finance technique that does not necessarily require a public vote.

2. Public/Private Partnerships

The RACS is expected to enter into various Exclusive Negotiations Agreements (ENAs) for publicly-owned properties, leading to their sale or long-term ground lease for new development through public/private partnerships. The RACS may also enter into Owner Participation Agreements with private property owners to assist them in redevelopment of their properties, also setting the stage for public/private partnerships.

As one of the terms and conditions of such partnerships, the City could seek to have developers perform streetscape improvements, make parking facilities on their properties available to off-site users as part of a larger parking district, or undertake other improvements.

F. Local Grants and Funding

TAMC has already funded approximately $1.8 million in local roadway improvement projects in the City of Seaside. Depending upon its future funding and improvement plans, there may be an opportunity to include roadway work, such as intersection improvements, in future work programs.

In the past, TAMC has awarded grants to Marina, Salinas and Monterey County for improvements that encourage alternative modes of transportation, including bike and pedestrian improvements. This program is modeled on the Transportation for Livable Communities program of the San Francisco Bay Area's Metropolitan Transportation Commission. If this program is reactivated, projects in the Plan Area could be a good fit with the program's objectives.

1. Federal and State Grant Programs

Federal and State governments provide a wide range of competitively-awarded grant funds for projects. Categories of projects funded by grants include:

- Federal transportation and congestion related improvements that benefit transit and encourage alternative modes of travel. Federal sources often have a 20 percent local matching funds requirement.
- Economic development and neighborhood improvement grants for public facilities, including those addressing blight and benefiting lower or moderate income persons.
- State initiative funds (the 2008 funding cycle has just closed). Proposition 1C provides funds for transit-oriented development, housing and parks. Proposition 1B provides funds for congestion-related improvements.
- Environmental enhancement programs; some that address air quality or highway landscape may provide opportunities for the future transit corridor.

Table 9-1 provides a listing of various federal and State grants that fit the above categories, along with information on eligible projects, funding amounts and cycles.

G. Fiscal Benefits

Fiscal benefits, including redevelopment tax increment, sales tax and transit occupancy tax, would be created by the development allowed under the West Broadway Avenue Specific Plan. The methodology used to create this estimate of economic impact is outlined in Appendix D.

The Specific Plan envisions development with a mix of uses, with full Plan implementation that may span from 20 to 25 years. At Plan buildout, the City's General Fund would receive a total ongoing annual increase of slightly more than $700,000, in 2008 dollars.

The Redevelopment Tax Increment at Year 10 of Plan implementation from the new development provided by the Plan is projected at slightly more than $450,000 per year. This amount of increment would finance approximately $5 million in bonds or other debt service to finance improvement costs. Depending upon final public improvement plans and costs, other Plan Area funds may need to be used to finance improvements, catalyst projects to stimulate development interest, and so on. The increment would continue to grow over time, and a year-by-year breakdown is included in Appendix D.

Total new permanent employment associated with Plan uses is just over 1,000 new jobs. The two largest sources of employment will be new office and retail uses. Retail employment, with approximately 580 new permanent jobs projected, will offer opportunities for full-time and part-time employment well-suited to second wage earners in households, youth and others; however, it will offer limited opportunities for higher wage or higher skill employment.

Office employment will provide approximately 390 new jobs. This will provide a broader range of opportunities, from administrative work to more skilled professional positions. The ultimate mix of positions will depend upon the specific mix of office tenants that locate in new office spaces.

Hotel employment is relatively modest, reflecting an assumed mid-range limited service hotel, such as a Hilton Garden Inn. Most of this employment would be service-related employment. To the extent a future hotel includes food service, or occupies a more expensive market segment, total employment would rise.

In addition to the direct economic benefit associated with new payrolls, new employers will also make direct purchases for goods and services in the local area, and new employees will make retail purchases and other expenditures. While a significant portion of these "multiplier" expenditures will occur in Seaside, a large portion of it will occur elsewhere in the Monterey Peninsula

area, county, state and beyond. It is not possible to develop a methodologically valid estimate of how much of this expenditure would occur just in Seaside because of the limitations of available econometric models.

Tables 9-2 and 9-3 represent a best available estimate based on the identified development program and typical economic and fiscal benefit methodologies. They are, however, subject to considerable variation based on changes in development program, the ultimate mix of businesses occupying space, changes in economic conditions, and other factors identified in the findings and methodology section of this memorandum. More detailed analysis of the economic and fiscal benefits for a particular project should be undertaken before relying upon estimates for decisions to approve the project or provide assistance to it.

TABLE 9-1 **SELECTED INFRASTRUCTURE FUNDING SOURCES, APRIL 2008**

Funding Source	Governing Agency[a]	Eligible Uses	Funding Availability
FEDERAL GRANTS			
Surface Transportation Program[b] http://www.fhwa.dot.gov/safetealu/factsheets.htm	COG (FHWA)	Projects on any Federal-aid highway, including the NHS, bridge projects on any public road, transit capital projects, and intracity and intercity bus terminals and facilities.	2008 – $6,473 million authorized; 2009 – $6,577 million authorized FY 2008 – $620,128,868 apportioned to California. 20% matching requirement.
Congestion Mitigation and Air Quality Improvement Program (CMAQ) http://www.fhwa.dot.gov/safetealu/factsheets.htm	Caltrans/COG (FHWA)	Any project that reduces transportation-related emissions (i.e., bike/ped improvements, traffic calming measures, pedestrian bridge)	2008 – $1,749 million authorized; 2009 – $1,777 million authorized FY 2008 – $363,887,523 apportioned to California. 20% matching requirement.
Transportation, Community, and System Preservation (TCSP) Program http://www.fhwa.dot.gov/safetealu/factsheets.htm	City, State, COG (FHWA)	Any project that reduces the impacts of transportation on the environment, reduces the need for costly future investments in public infrastructure, provides efficient access to jobs, services and centers of trade. Projects that encourage private sector involvement receive priority.	2008 – $61.25 million authorized; 2009 – $61.25 million authorized. 20% matching requirement.
Transportation Improvements http://www.fhwa.dot.gov/safetealu/factsheets.htm	COG (FHWA)	Construction of transportation improvement. Designated funding for specific projects identified in SAFETEA-LU.	2008 – $639 million authorized; 2009 – $511 million authorized. 0-20% sliding scale matching requirement.
Safe Routes to School Program http://www.fhwa.dot.gov/safetealu/factsheets.htm	City, State, COG (FHWA)	Construction of sidewalk improvements, traffic calming and speed reduction improvements, pedestrian and bicycle crossing improvements, and traffic diversion improvements within two miles of a school.	2008 – $150 million authorized; 2009 – $183 million authorized FY 2008 – $18 million apportioned to California.
Recreational Trails Program http://www.fhwa.dot.gov/safetealu/factsheets.htm	City, Other (CA State Parks/ FHWA)	Any project to develop and maintain recreational trails and trail-related facilities for both nonmotorized and motorized recreational trail uses.	2008 – $80 million authorized; 2009 – $85 million authorized FY 2008 – $6,037,429 apportioned to California. Matching is based on a sliding scale.
National Scenic Byways Program http://www.fhwa.dot.gov/safetealu/factsheets.htm	State (FHWA)	The program recognizes roads having outstanding scenic, historic, cultural, natural, recreational and archaeological qualities and provides for designation of these roads as National Scenic Byways, All-American Roads or America's Byways.	2008 – $40 million authorized; 2009 – $43.5 million authorized. 20% matching requirement.

Funding Source	Governing Agency[a]	Eligible Uses	Funding Availability
Entitlement Communities Grant City (HUD) http://www.hud.gov/offices/cpd/communitydevelopment/programs	City (HUD)	Construction of public facilities and improvements, such as water and sewer facilities, streets, neighborhood centers that will benefit economic development in areas with low- and moderate-income persons, or which aid in the prevention or elimination of blight.	
Neighborhood Initiative Grant City Construction of public facility improvements. http://www.hud.gov/offices/cpd/economicdevelopment/programs//congressional/neighborhood/	City (HUD)	Construction of public facility improvements.	
Grants for Public Works and Economic Development Facilities http://www.eda.gov/AboutEDA/Programs.xml	City (Federal Dept. of Commerce)	Utility and roadway improvements needed for business retention and expansion.	FY 2006 investments ranged from $55,000 to $3,500,000. The average FY 2006 investment was $1,270,134. FY 08 obligation estimate $248,900,000. 50% matching.
Community Services Block Grant Discretionary Awards http://www.acf.hhs.gov/programs/ocs/csbg/	Private Non-Profit Community Development Corps. (Federal Dept. Health and Human Services)	Any program that alleviates that causes of poverty in distressed communities, which assists businesses in creating jobs for low-income individuals.	FY 2007 allocations totaled $620,453,900. The average FY 2007 grant was $5,539,767.
STATE PROGRAMS			
Proposition 1B Programs: - Corridor Mobility Improvement Account (CMIA) - Trade Corridor Improvement Fund - STIP Augmentation - Local Street and Road Improvement - State-Local Partnership Program - Public Transportation Modernization, Improvement, and Service Enhancement (PTMISEA) - Traffic Light Synchronization Program (list not comprehensive) http://www.dot.ca.gov/hq/transprog/ibond.htm	City, Others (CTC, Caltrans, CA DOF)	For projects to relieve congestion; facilitate goods movement; improve air quality; and enhance the safety and security of the transportation system. Deadlines for 2008 applications have closed.	Per Prop 1B Program (corresponds to list on left): $3,772,000,000 available as of 4/08. $2,000,000,000 available as of 4/08. $1,092,000,000 available as of 4/08. $1,050,000,000 available as of 4/08. $1,000,000,000 available as of 4/08. $3,600,000,000 available as of 2/08. $127,000,000 available as of 4/08.

Funding Source	Governing Agency[a]	Eligible Uses	Funding Availability
Proposition 1C Programs: - Brownfield & Infill Incentives Grant - Transit-Oriented Development Program - Housing Urban-Suburban-Rural Parks Program - Multi-Family Housing Program – Supportive Housing (list not comprehensive) http://www.bondaccountability.hcd.ca.gov/	City, Others (HCD, CalHFA)	For projects including housing and infrastructure; homeless shelter spaces; infill housing development such as water, sewer, parks; and transportation improvements. Deadlines for 2008 applications have closed.	Per Prop 1C Program (corresponds to list on left): $850,000,000 available as of February 2008. $300,000,0000 available as of February 2008. $200,000,0000 available as of February 2008.
Bicycle Transportation Account http://www.dot.ca.gov/hq/LocalPrograms/bta/btawebPage.htm	City, County (Caltrans)	For projects that improve safety and convenience for bicycle commuters.	FY 2007-2008 $7,200,000 awarded. 75-90% matching.
LOCAL FUNDING SOURCES			
Special Taxes and Assessments:c http://ceres.ca.gov/planning/financing/			
Mello-Roos Community Facilities[d] Act of 1982	City	Construction and maintenance of a variety of improvements.	N/A
Improvement Act of 1911[e,f]		For improvement projects including but not limited to: transportation systems (including acquisition, construction, maintenance, and operation costs related thereto), street paving and grading; sidewalks; parks; parkways; recreation areas (including necessary structures); streetlighting; and landscaping.	N/A
Municipal Improvement Act of 1913 [e,f]	City	Transportation and streetscape construction, acquisition, and maintenance. Public transit facilities for areas that cover less than a three-mile radius.	N/A
Lighting and Landscaping District (LLAD) [e,f]	City	Installation and maintenance of landscaping and street lighting facilities	N/A
Property Based Business Improvement District (PBID)[f]	City	Parks, street lighting and roadway improvements	N/A
Other Funding Mechanisms: Infrastructure Financing District (FID)[e]			

Funding Source	Governing Agency[a]	Eligible Uses	Funding Availability
Infrastructure Financing District[e]	City	Use tax increment financing for construction, improvement or rehabilitation of any real or other tangible property with a useful life of at least 15 years. Property does not have to be blighted.	N/A
Community Services District (CSD)[e]	City	Construction of street lights and road improvements in unincorporated areas.	N/A
Open Space Maintenance Act[g]	City	Provides a means to levy an ad valorem special assessment to pay for the following services related to open space land: conservation planning; maintenance; improvements related to open space conservation; and reduction of fire, erosion and flooding hazards.	N/A
FEDERAL LOAN PROGRAMS			
Section 108 Loan Guarantee www.hud.gov/offices/cpd/communitydevelopment/programs/108 (HUD)	City	Construction, reconstruction or installation of public facilities, including street, sidewalk and other site improvements.	In 2006, $172,954,000 was committed to 25 projects. Commitments ranged from $750,000 to $19,000,000.
Transportation Infrastructure Finance and Innovation Act of 1998 (TIFIA) http://tifia.fhwa.dot.gov/	City, Others (US DOT)	Credit assistance for highway facilities; transit projects such as the design and construction of stations, track, and other transit-related infrastructure; rail projects; public rail freight facilities; projects located within the boundary of a port terminal; and other projects.	The principal amount of a secured loan may not exceed 33 % of the reasonably anticipated eligible project costs.

Funding Source	Governing Agency[a]	Eligible Uses	Funding Availability
STATE LOAN PROGRAMS			
Infrastructure State Revolving Fund (ISRF) http://www.ibank.ca.gov/	City, Others (CA Infrastructure and Economic Development Bank)	For projects including various infrastructure improvements.	Tier 1 loans from $250,000 to $10 million. Tier 2 loans from $250,000 to $2.5 million.
Creek and Other Environmental Restoration and Mitigation			
California River Parkways Grant Program (Prop 50) http://resources.ca.gov/bonds_prop50riverparkway.html		For river parkways projects.	FY 2006-2007 available $32,700,000. FY 2006-2007 awarded $32,700,000. FY 2007-2008 available $20,500,000.
Environmental Enhancement and Mitigation Program[h] http://resources.ca.gov/eem/	Local, State, Fed (CA Resources Agency)	For projects including Highway Landscape and Urban Forestry: Projects designed to improve air quality through the planting of trees and other suitable plants; Resource Lands: Projects for the acquisition, restoration or enhancement of watersheds, wildlife habitat, wetlands, forests or other natural areas; Roadside Recreational: Projects for the acquisition and/or development of roadside recreational opportunities.	$10 million available each year. 2008/09 Solicitation period is anticipated shortly after the Governor signs the budget authorizing funds for EEM.
5 Star Restoration Program http://www.epa.gov/owow/wetlands/restore/5star/	City, Others (US EPA)	For projects that provide environmental education and training that restore wetlands and streams and enable community-based restoration projects.	Since FY 19999, over 250 projects have been selected from 1,000 applications. Grants average $10,000 per project.
Habitat Conservation Fund (HCF) http://www.parks.ca.gov/?page_id=21361	City, Other (CA State Parks)	Includes projects that protect fish, wildlife and native plant resources, to acquire or develop wildlife corridors and trails, and to provide for nature interpretation programs. Includes projects for enhancement, restoration, development or acquisition.	$2 million available annually. Grant requests cannot exceed $200,000. 50% matching.
Land and Water Conservation Fund http://www.parks.ca.gov/default.asp?page_id=21360	City, Other (CA State Parks)	Acquisition or development of outdoor recreation areas and facilities. Priority development projects include trails, campgrounds, picnic areas, natural areas and cultural areas for recreational use.	In 2007 there were 60 applications totaling $14.6 million in requests with $1.27 million available. The number of applications recommended was 13. Grants ranged from $30,000 to $210,000. 50% matching requirement.

Funding Source	Governing Agency[a]	Eligible Uses	Funding Availability
Wildlife Conservation Board Grants http://www.wcb.ca.gov/Pages/wcb_grant_information.asp	City (WCB)	For restoration, enhancement and public access development projects.	CB accepts applications for funding on a continuous basis; depending on available funding sources.
CA Department of Water Resources Grants & Loans http: //www.grantsloans.water.ca.gov/	City, Other (CA DWR)	For projects including water conservation, groundwater management, water quality and supply, studies, urban streams and watershed restoration, etc.	

[a] The Governing Agency Column shows the Applicant followed by the (Funding Agency).

[b] There are several programs that get funding from the Surface Transportation Program (STP). This list does not specify these subprograms. Proposed improvements that qualify for the STP, would also likely qualify for other programs under the STP.

[c] Special assessments require that property owners only pay an assessment equal to the proportionate amount of "special benefit" that their parcels receive from the improvements. Therefore, they would not be able to pay for general upgrades that would benefit the entire area. Existing developments would also need to be assessed.

[d] Proceedings may be started: (1) by the local legislative body acting on its own initiative; (2) at the request of at least two members of the body; or, (3) when the body receives a petition signed by either 10% of the registered voters residing within the proposed district or by the owners of 10% of the land within the proposed district. Proceedings must be abandoned for a period of one year if protests are received from either: (1) 50% or more of the registered voters residing within the proposed district or six of such voters, whichever is more; or, (2) the owners of one-half or more of the land in the district.

[e] Voter requirement of 2/3 registered voters.

[f] Voter requirement of 50 percent property owners.

[g] Owners of lands representing 25 percent or more of the value of the assessable land within the proposed district may initiate district formation by filing a petition with the involved city.

[h] Projects must be related to the environmental impact of the modification of an existing transportation facility or construction of a new transportation facility.

Abbreviations:

BAAQMD – Bay Area Air Quality Management District

RTPA – Regional Transportation Planning Agency

CA DOF – California Department of Finance

US DOT – U.S. Department of Transportation

CA DWR – California Department of Water Resources

US EPA – U.S. Environmental Protection Agency

CA HCD – California Department of Housing and Community Development

WCB – California Wildlife Conservation Board

CalHFA – California Housing Finance Agency

COG – Council of Government

CTC – California Transportation Commission

HUD – U.S. Department of Housing and Urban Development

Sources: BAAQMD, 2008; Caltrans, 2008; CA DOF, 2008; FHWA, 2008; HUD, 2008; US DOT, 2008; US EPA, 2008; Bay Area Economics, 2008, page 5 of 5.

TABLE 9-2 **SUMMARY OF ECONOMIC BENEFITS**

DEVELOPMENT PROGRAM, ALL PHASES[a]	
Mixed-Use – Retail SF	144,560
Mixed-Use – Office SF	98,160
Residential Dwelling Units (Mixed-Use + Multi-Family)	395
Hotel Rooms	80
New Library – SF	20,000
Fiscal Revenues	
Redevelopment Sources	
New Redevelopment Tax Increment – Annual at Year 10[b]	$450,180
General Fund Receipts	
New Sales Tax Revenue – Annual at Buildout[c]	407,000
New Transit Occupancy Tax – Annual at Buildout[d]	307,000
Total	$714,000
New Permanent Employment[d]	
New Retail Jobs	580
New Office Jobs	390
New Hotel Jobs	30
New Library Jobs	10
Total	1,010

[a] Development protection based on 80% of allowed new development.
[b] West Broadway Urban Village project area only – see text for further explanation.
[c] Assumes 75% retail sales taxable at average of $375/SF/year.
[d] Based on average employment densities per 1,000 SF retail and office = 4; limited service hotel per IMPLAN multiplier; library based on standard 0.3 FTE per 1,000 residents.
Source: DC&E; Hdl Coren and Cone; BAE, 2008.

TABLE 9-3 **WEST BROADWAY URBAN VILLAGE PROJECT AREA**

	FMV PER SF/DU 2008	PHASE 1 2010-2014	PHASE 2 2015-2024	PHASE 3 2025-2029	TOTAL
New Development					
Mixed-Use – Retail SF	$373	23,580	51,380	46,400	121,360
Mixed-Use – Office SF	$373	15,380	26,880	0	42,260
Mixed-Use – Residential du	$372,000	98	46	91	236
Multi-Family Residential du	$372,000	11	49	99	159
Hotel Rooms	$97,820	0	80	0	80
Total du		110	95	190	395
Total SF		38,960	78,260	46,400	163,620
Total Assessed Value Added[a]		**$55,316,267**	**$72,457,067**	**$88,151,467**	**$215,924,800**
Existing Improvements to be Removed[b]					
Commercial SF	$200	15,760	72,580	99,840	188,180
Industrial SF	$150	0	10,800	0	10,800
Residential du	$300,000	14	15	38	67
Total du		14	15	38	67
Total SF		15,760	83,380	99,840	198,980
Total FMV Demolished Properties		$7,472,000	$20,696,000	$31,248,000	$59,416,000
Estimated Current Assessed Value[b]		$5,861,737	$16,235,883	$24,513,861	$46,611,481
Net Change in Assessed Value		$49,454,529	$56,221,184	$63,637,606	$169,313,319
Average Per Year		**$9,890,906**	**$5,622,118**	**$12,727,521**	**$8,465,666**

[a] Does not include 20,000 SF for new library (public use).
[b] Assumptions for calculation of assessed value of existing properties: 7% current dollar annual increase in value. 10-year holding period; average length of holding = 5 years. Annual Prop. 13 increase = 2%. Factor to correct FMV to Assessed Value = 78%
Sources: DC&E; BAE, 2008.

MARKETING AND MANAGEMENT 10

Downtowns are making a comeback. With soaring transportation costs and nostalgia for a sense of connectivity, people are rediscovering that downtowns are a community's centerpiece, a gathering place that includes workplaces, shopping, dining and entertainment. Healthy downtowns generate sales, property and other tax revenue for local governments and provide an important place for people to live, work and enjoy.

Implementation of the West Broadway Urban Village Specific Plan will require several phases, a large capital outlay, and will span 15 to 20 years. However, during this period, it is possible to instigate low-cost, tangible, community-driven activities that will generate excitement and interest in the Urban Village, ultimately accelerating the attraction of increased private investment. The Urban Village can benefit from taking action in the short term while waiting for the longer term elements of the Specific Plan to materialize.

This chapter outlines *near-term* strategic goals and recommended tactics in five key areas: Organization, Design, Promotion, Economic Restructuring, Cleanliness and Security. An organization structure is pivotal in facilitating the other four key areas and associated activities to revitalize the West Broadway Avenue Urban Village. These five key areas are representative of the Main Street™ approach, a nationally renowned commercial district revitalization model, which relies on a *comprehensive* community-driven strategy versus a piecemeal approach that depends exclusively on government action. The Main Street approach is explained in Appendix E, and is the framework for revitalizing and managing the downtowns of Old Monterey, Old Town Salinas and San Luis Obispo.

A. Goal #1: Organization

No short-term strategic goals and tactics can occur without some type of organizational structure to lead the efforts. Successful business districts are often managed in a similar way to shopping centers, with a centralized entity that keeps the area landscaped, safe, promoted and fully-leased. Therefore, a

strong business district management program should be created that funds, coordinates and implements design, promotion, economic restructuring, and cleanliness and security activities.

1. Create a Management Structure

The stakeholder and community meetings held during the Specific Plan planning process attracted a solid base of stakeholders interested in seeing improvements on West Broadway Avenue. Community members expressed support for the implementation of a plan to improve the West Broadway Avenue area that would complement the burgeoning new development in northern Seaside. There is keen interest among Seaside citizens in having a pedestrian-friendly shopping experience.

A Commercial Revitalization Program (CRP) can instill a sense of pride of place and encourage investment in an area. A successful CRP requires an early and sustained show of leadership from the local government, the downtown community and the residents at large. Best results have been achieved through a comprehensive, holistic application of the CRP.

A successful CRP should have the following characteristics:

- Broad-based community support and representation.
- Committed, dependable financial support with a minimum of three years of consistent funding.
- Full-time management, including a staff person dedicated exclusively to the CRP to ensure continuity and to provide leadership for volunteers.
- A comprehensive, accountable action plan implemented by working committees.

To build a successful community-driven initiative, CRPs engage not only merchants, but also residents, property owners, shoppers, municipal programs, public agencies, civic and non-profit organizations, business and banking professionals, schools and artists. City governments sometimes take on the task of revitalizing their downtowns, but these "lone ranger" efforts can actually draw out and delay the results whereas a community-driven initiative has proven to accelerate the process.

Grant opportunities may be available if the CRP becomes, or is affiliated with, a non-profit organization. These opportunities could include founda-

tion grants for youth involvement, job creation, public art, cultural programs, or cleanliness and safety activities; Community Development Block Grants (CDBG) for economic development activities; and corporate grants for community and economic development.

Leadership and organizational capacity are key to a successful downtown revitalization program. A strong, viable organization provides the stability necessary to build and maintain the effort. There are multiple organizational structures the City of Seaside can utilize to achieve the goals noted above. Four structures that follow the Main Street Approach™ are described below.

2. Establish a New Non-Profit

A Commercial Revitalization Program can be housed in any number of agencies and organizations, but the traditional vehicle is a strong, independent non-profit organization whose express purpose is downtown revitalization, with no other conflicting agendas. As an independent organization, a CRP would be better able to bring together diverse interests in an objective environment and maintain its clear focus on downtown issues. Creating a new non-profit organization to implement a CRP is optimal because the new organization can:

- Establish a clear focus unhindered by past history.
- Develop a consistent program, unhampered by the constraints of local politics.
- Unite a wide range of community interests in a neutral environment.
- Serve as a visible symbol of renewal, new activity and a new future for the downtown.

A new organization is often able to accomplish many things that an existing one cannot. It can set up a governing board with a broad-based constituency; clearly define an independent mission and vision; create new goals; and infuse a fresh spirit of change into the community. It offers a clean slate on which to build strong public/private partnerships that focus on working closely with government agencies while also brokering private involvement and investment.

3. Partner With an Existing Non-Profit

The Seaside/Sand City Chamber of Commerce could help implement strategies for the Urban Village. The Chamber's office is located within the Plan

Area and the organization has a commitment to the downtown. Twenty percent of the Chamber's members are located in the Plan Area. At the same time, however, Chambers of Commerce generally serve city-wide interests and their membership organizations, and therefore, are not the ideal arrangement for a specific commercial district revitalization program.

Merchant involvement is integral to the success of a CRP since a healthy commercial corridor benefits everyone. A downtown merchant association's mission would be more closely aligned with a CRP since the association would focus on the immediate downtown. Currently, West Broadway Avenue does not have an active merchant association and the majority of the merchants are not working together. A Latino merchant association is in the process of forming, although its focus is wider than the Urban Village.

In order for the revitalization effort to succeed, in addition to merchants, an association should have a diverse constituency from the public and private sectors, including staff from City government, banks and civic associations, as well as property owners, community leaders and other stakeholders.

4. Initiate Through the City

Another option is for the City of Seaside to designate a staff person to undertake dedicated full-time efforts for the Urban Village. Other Cities, including Fairfield and Concord, have undertaken a similar effort. The City of Fairfield "loans" out its employees to the Fairfield Main Street program, while the City of Concord has a dedicated "Downtown Coordinator" whose sole emphasis is to revitalize its downtown.

5. Property Owner Business Improvement District

A property owner-based assessment district (PBID) is another potential mechanism to fund improvements in the Plan Area. Because the public sector cannot solve all the problems facing commercial districts today, the private sector must take the initiative, and a PBID is a partnership between the public and private sectors. PBIDs are established for the improvement of a specific commercial area. With over 100 PBIDs throughout California, and upwards of 1,500 throughout the country, PBIDs have been found to be an effective and fair method to fund business district programs.

B. Goal #2: Design

The City should coordinate and support implementation of physical and design improvements that reflect Seaside's diverse culture and make West Broadway Avenue a more pedestrian-friendly place to shop.

1. Encourage Tenant Improvements

The existing buildings in the Plan Area could use fresh coats of paint and improved signage as a first step in revitalizing the look of the street. Tenant improvement matching grant programs funded through Community Development Block Grants (CDBGs) are widely used as incentives to rehabilitate buildings and to encourage new businesses into an area. These programs are successful when marketed aggressively. However, such a program may entail guiding property owners/tenants through the process, which is often perceived as onerous at times since it requires compliance with detailed federal requirements. The City of Seaside has a Façade Improvement Program that has not been marketed properly and is therefore underutilized. Fortunately, the program is being revisited and updated. Dedicating staff to implementing the program is pivotal. Marketing brochures about the program should be available and distributed accordingly.

As an example, in Oakland's Fruitvale district, 105 façade improvements were completed in the four years between 1998 and 2002, resulting in $2.7 million in private sector investment and $2.1 million in public sector investment. The completed facades focused in a concentrated area instigated a domino effect, catalyzing other property owners and merchants to improve their facades as well. There has since been a reduction in litter and a decrease in crime in the area.

Actions the City could take to encourage tenant improvements include:

- Consider calling the Façade Improvement Program "ReStore" in order to build on a sustainability theme.
- Encourage interior tenant improvements to provide incentives for businesses, particularly restaurants, to move into the area.

2. Support Visual Improvements

In addition to façade and streetscape improvements, which require funding and time to implement, the City could create additional momentum for

visual improvements by employing creative ways to "dress-up" the district. For example, murals, such as those that already exist along West Broadway Avenue, local history and local environment help create a memorable identity for the area. Actions include:

- Decorating vacant retail space windows with the artwork of young artists from local schools.
- Involving youth organizations, such as the Boys' & Girls' Club and the arts community, to create murals, paint trash receptacles and other public improvements.
- Considering engaging California State University at Monterey Bay's (CSUMB) Visual and Public Art Department to create new murals that emphasize diversity and sustainability themes.[1]
- Engaging local artists to use buildings as canvasses that will help create a unique image for the district.
- Working with the City's Art Commission to support visual improvements in the Plan Area.

3. Improve Landscaping

Improving the visual quality of the area includes landscaping, such as:

- Installing planters and trees along West Broadway Avenue.
- Including Seaside groups, such as the "Green Team," who have launched greening initiatives all over Seaside but not yet on West Broadway Avenue. Conversations with the Green Team have indicated that the group is willing to expand its efforts to the Plan Area.
- Encouraging local businesses and institutions to sponsor projects and work with volunteer groups such as seniors and students to "adopt" or maintain landscape projects.

4. Accentuate Seaside's Commitment to Sustainability

The City of Seaside is promoting and discussing issues of sustainability, including development of a Green Building Ordinance. The City of Seaside should create a Green Building Materials Resource Guide, similar to the ones created in the City of Santa Cruz and Monterey County. While this Specific Plan includes policies related to sustainability for the West Broadway Urban Village area, the City should create a city-wide incentive program to encourage actions such as using recycled building materials.

[1] See http://vpa.csumb.edu/

C. Goal #3: Promotion

For the West Broadway Urban Village to flourish, the City must commit to shifting community events to the Plan Area as opposed to hosting events in other parts of Seaside. It is important to increase awareness of downtown's existence, its offerings and its brand image. Additionally, the arts can be employed as an economic development tool, and many Cities have successfully incorporated arts and culture into their commercial revitalization plans.[2]

1. Initiate Activities on West Broadway Avenue

Current perceptions of West Broadway Avenue can be changed by encouraging people to visit and associate the area between Del Monte and Fremont boulevards with positive experiences through community-building activities. Such promotions can reverse negative images and attract people to an area, while also re-introducing the community to its downtown and creating associations of the place with successful events.

Table 10-1 lists the numerous annual events hosted by the City. However, only one event, "Hot Cars, Cool Nites," currently takes place on West Broadway Avenue. To establish West Broadway Avenue as Seaside's center and to change its current image as a throughway, City events must be hosted here and not at the Civic Center, Laguna Grande Park and Oldemeyer Center, where, although more convenient, detract from the importance of the town center.

The City of Seaside's Park and Recreation Department produces a majority of these events, and should coordinate with local merchants to encourage cross-promotion. Future events that take place on West Broadway Avenue must have merchants' buy-in and participation in order to enhance the experience. Promotions can be a source of fundraising for community-based organizations that are willing to drive these efforts, as non-profits can attract important sponsors. These activities have the potential to raise funds for a host of improvements in the district. Of course, it would be important to determine that an outside organization has the experience to host these events.

[2] See http://www.livable.com

TABLE 10-1 **ANNUAL SPECIAL EVENTS IN SEASIDE (2007)**

Event	Location	Date
Black History Month	City Hall	2/18/07
Youth Talent Show	Oldemeyer Center	3/3/07
Easter Egg Hunt	Oldemeyer Center	4/07/07
Cinco de Mayo	City Hall	5/6/07
Senior Mother's Day Lunch	Oldemeyer Center	5/12/07
Hot Cars/Cool Nites	Broadway Avenue	May-October, 4th Friday of month
Festival of Patriots	Fremont Boulevard and City Hall	6/30/07
Sunday Blues	Laguna Grande	7/8 to 8/12
Music Festival	Laguna Grande	8/26/07
Jazz Art Show	Oldemeyer Center	9/09/07
Seaside's 53rd Birthday	City Hall	TBA
Halloween Bonanza	Oldemeyer Center	10/31/07
Holiday Fantasy	City Hall	12/14/07

2. Present the City's History

Seaside represents "a classroom of culture" with the potential to attract substantial numbers of individuals and groups interested in learning more about the area's heritage and culture. Seaside has a history of diversity and tolerance, having hosted the first integrated military base at Fort Ord; Blacks could buy houses in Seaside whereas they could not in other areas. Seaside, alongside Marina, remains the most ethnically diverse among Monterey Peninsula cities.[3]

The city's history presents tremendous opportunities that the City's Arts and History Commissions could draw upon, including:

- Working with schools and organizations to conduct programs for children that will develop a sense of pride and place about where they live.

[3] Seaside reflects Monterey County's most ethnically diverse population with 36 percent White, 34 percent Latino, 12 percent African American, and 10 percent Asian, per the 2000 Census.

- Creating historic markers for placement along West Broadway Avenue, depicting Seaside's history of diversity and tolerance. This strategy would support walking tours, which are described below.
- Inviting artists to participate in a competition to create seahorses or another mascot for the Urban Village. The invitation could include the challenge to create these icons with recycled materials. This strategy would fashion a unique visual symbol for the area and visitors would be enticed to walk through the area to view the creations. Public art projects such as Chicago's Cows and Baltimore's Fish are successful examples of art projects. At the end of the exhibition cycle, the seahorses and any other art pieces, could be auctioned off as a fundraiser.
- Commissioning artists to create new, large banners for the Plan Area that reflect the pride of Seaside and emphasize a "diversity" theme. Again, at the end of the exhibition cycle, they can be auctioned off as a fundraiser.

3. Design a Walking Tour

Neighborhood walking tours attract visitors to an area and foster pride in a place. They can be particularly timely once some of the promotional strategies, such as markers, banners, planters and murals are installed. The City could:

- Create an Urban Village walking tour for inclusion in the local magazine *Walkabout Map & Guide* published by Alexander Demushkane, which includes walking tours of other Monterey Peninsula cities.
- Encourage walking tours focusing on a range of perspectives and histories of the area.

4. Maintain an Updated Business Directory

Business directories list the area's merchants and serve as an image enhancement tool for the marketplace. It is important to keep the directory updated. The directory can also serve as a business recruitment tool identifying the appropriate business mix desired for the area. This project would be appropriate for the Seaside/Sand City Chamber of Commerce.

5. Launch a "Shop Local" Campaign

Shop Local campaigns in commercial districts are becoming an increasingly popular component of promoting downtowns and their accompanying sustainability strategies. The top ten reasons why downtowns that focus on local

businesses are turning Shop Local strategies into a national movement are:[4]

- **Unique Businesses are an Integral Part of creating a Distinctive Character.** Seaside should focus on its diversity and unique character, encouraging unique businesses to choose the West Broadway Urban Village. According to Richard Moe, President of the National Historic Preservation, "People seek destinations that offer them the sense of being someplace, not just anyplace." By focusing on locally-owned businesses, diversity and distinctive flavors are promoted.
- **Community Well-Being.** Locally-owned businesses build strong neighborhoods by sustaining communities, linking neighbors and contributing more often to local causes.
- **Local Business Owners Invest In Community.** Local businesses are owned by people who live in the community, are less likely to leave, and are more invested in the community's future.
- **Keep Dollars in the Local Economy.** Dollars spent in locally-owned businesses often have a greater impact on a community than dollars spent at national chains. When shopping locally, you simultaneously create jobs, fund more City services through sales tax, invest in neighborhood improvement and promote community development.
- **Job and Wages.** Locally-owned businesses create more local jobs and in some sectors provide better wages and benefits than chains stores do.
- **Entrepreneurship.** Entrepreneurship fuels America's economic innovation and prosperity, and can serve as a key means for Seaside families to move out of low-wage jobs and into the middle class.
- **Public Benefits and Costs.** Local stores in commercial districts require comparatively little infrastructure and make more efficient use of public services relative to big box stores and strip malls.
- **Environmental Sustainability.** Local stores help to sustain vibrant, compact, walkable town centers, which in turn are essential to reducing sprawl, automobile use, habitat loss, and air and water pollution.
- **Competition.** A marketplace of small businesses is the best way to ensure innovation and low prices over the long-term.

[4] See http://www.staylocal.org/info/why, http://www.newrules.org/retail/new_slug.php?slugid=358 and http://www.livingeconomics.org/

- **Product Diversity.** A multitude of small businesses, each selecting products based on their own interests and the needs of their local customers rather than on a national sales plan, guarantees a much broader range of product choices.

6. Explore Hosting a Farmers' Market

Farmers' markets are a great way to bring people to a community and its retail areas by offering fresh local products, community-building activities and the arts. Quite often, craftspeople exhibit and sell their work in the market's stalls while musicians and street performers entertain. These events breathe life into a downtown, particularly as it attempts to attract new businesses. Economic studies show that there is high additional spending in stores near farmers' markets. San Luis Obispo started the first California downtown Farmers' Market in 1985, and today, this weekly event galvanizes community, generates profits and injects activity into what is one of the state's most admired and vibrant downtowns. The Old Monterey Farmer's market was established in 1991 and has been a boon for its downtown. Marina now also hosts a farmer's market, and Pacific Grove is opening one this summer.[5] West Broadway Avenue may be another appropriate location.

D. Goal #4: Economic Restructuring

Revitalizing West Broadway Avenue should result in an increased potential to provide jobs and entrepreneurial opportunities for the community and local residents. Revitalization requires facilitation of business retention and recruitment. The City should provide assistance to businesses in the form of guiding business/property owners through the bureaucratic process, rumor control, partnership development, technical assistance for business owners and aid in building the confidence of consumers and investors.

The Urban Village's primary target market is Seaside families. Secondary target markets include hotel guests from the Embassy Suites and other local hotels, Auto Mall customers and students from CSUMB. Monterey Peninsula residents and tourists are also target markets.

[5] See http://www.everyonesharvest.org/

1. Compile Building and Business Inventories

A critical element of the revitalization planning process is creating a comprehensive understanding of the district's commercial spaces. A detailed inventory of existing commercial spaces and the businesses that occupy them should be maintained for the district.

Knowledge of vacant commercial spaces allows stakeholders to market available properties to potential renters and buyers. Accurate figures on the square footage of retail, office and public use spaces in the area can be used to analyze the market supply of space. An inventory of existing business types is useful for comparing the business mix with competing areas and identifying commercial opportunities that may currently be undersupplied on West Broadway Avenue. This compilation is also the conduit for creating a business directory promotional tool, as mentioned earlier.

The Main Street Database Template provides a specialized inter-relational database that manages building and business inventories as well as contact information for volunteers, property owners and other key stakeholders.[6] This ensures that property inventory, its business tenants and all other stakeholders are consolidated into one database.

2. Conduct Small Business Assistance and Education

The City should emphasize the importance of existing merchants working together as a cohesive commercial district. Key components of this strategy include:

- Helping integrate the current Latino tenants, who comprise 40 percent of the area's tenants, by providing bilingual support in any type of business assistance activities.
- Tapping into resources such as California's Regional Small Business Development Center (SBDC) and the U.S. Small Business Administration (SBA).[7]

[6] See http://www.downtown-diva.com/database

[7] SBDC facilitates the success of small business through business management counseling and SBA aids, counsels, assists and protects the interests of training. http://www.calbusiness.ca.gov/cedpgybsbdc

- Building upon a sustainability theme for Seaside by working closely with Monterey County's green certification program to educate merchants about ways to go green and encourage them to become certified green businesses.[9]

3. Attract Businesses to Meet Customer Needs

The existing retail spaces in the Plan Area are on small parcels, which are better suited to small boutique and independent businesses. Therefore, it is important to focus on attracting more suitable businesses by:

- Proactively encouraging revitalization of underutilized parcels and buildings.
- Working with property owners to list vacancies and developing a space locator system promoted by the City and other partners such as the Chamber of Commerce.
- Focusing on promoting a "Grow Seaside" fund, a loan program for small businesses that can be used as an incentive for businesses to locate in the West Broadway Urban Village as opposed to choosing to locate in other cities in the region.
- Promoting the City's Façade Improvement Program.

4. Treat the Urban Village as a Small Business Incubator

Attracting viable merchants that will enhance the business mix will be a natural by-product of conducting the other important dedicated comprehensive efforts for upgrading the Plan Area. Additional actions the City could take include:

- Encouraging the growth of local independent retailers.
- Seeking out good local business prospects including successful restaurants and cafes from nearby Monterey.
- Supporting an array of eateries on Broadway to reflect Seaside's multicultural influences.
- Providing technical assistance and nurturing businesses from the bottom up.

[9] See http://www.montereygreenbusiness.org

- Providing a one-stop center for information on business loans, training programs, City permit requirements and building rehabilitation funding.
- Educating prospective businesses about the benefits of locating within a Redevelopment Area, including available tax credits and other financing opportunities.

E. Goal #5: Cleanliness and Security

The downtown should be a clean and safe place to shop and socialize. The City should improve the visual quality of West Broadway Avenue by removing existing graffiti and eliminating any signs of vandalism and littering.

1. Plan for a Clean and Safe Urban Village

The City, particularly the Police Department, can organize and support local community members to spearhead and participate in efforts to improve safety in the area. The City should hold regular meetings that address community concerns and work together to find solutions with staff from the police and public works departments.

Consider implementing a community policing program, a strategy and philosophy based on the notion that community interaction and support can help control crime, with community members helping to identify suspects, detain vandals and bring problems to the attention of police.

2. Maintain a Clean and Safe Urban Village

The City can seek innovative ways to involve the community in keeping the Urban Village safe and clean, such as encouraging youth involvement in the following ways:

- Providing structured forums like a youth mural program for alternative artistic expression.
- Investigating grant funding for a youth ambassador program. Ambassadors provide a positive, visible presence on the street and receive a stipend for their time. They commonly wear colorful uniform jackets and caps, and welcome visitors, give directions to shoppers, and report code and safety violations.

- Researching organizations that provide grants for urban "quality of life" issues such as grants provided by the Department of Justice Weed and Seed Program, banks and insurance companies.
- Increasing public education about cleanliness and safety in the Urban Village.
- Holding a downtown clean-up event, possibly in conjunction with national Earth Day activities. Having local youth and residents participate in activities such as:
  - Painting or cleaning the public rights-of–way, including bus stops.
  - Cleaning the exteriors of businesses, including awnings.
  - Sweeping and washing down the sidewalks.
  - Removing or painting over graffiti.
  - Removing cobwebs and washing windows.
  - Making repairs, patching holes and removing weeds.
  - Introducing a mascot to entertain and educate the community about littering and graffiti.
  - Celebrating accomplishments with music and donated food.
  - Offering incentives, such as donated bicycles to families who participate in the program and do a certain amount of cleanup.

3. Solicit Merchant and Property Owner Input

Gather input from merchants and property owners through newsletters and membership meetings, and work with the police department to enhance communications and curb crime incidences.

F. Conclusion

To see immediate tangible changes in the Plan Area, the City must work with the community to generate community-wide enthusiasm for a revitalized downtown core. The West Broadway Urban Village has numerous strengths that will help a community revitalization program succeed, including a large amount of energy and excitement from City officials, area residents and other stakeholders about this downtown revitalization initiative.

Some of the first steps the City could take, if committing short-term resources to the Urban Village, include:

- Determining the organizational structure and host for this initiative.
- Selecting an advisory board.
- Promoting the CRP throughout the community.
- Forming committees that tackle the key issues of design, promotion, economic restructuring, and cleanliness and security.
- Raising funds to supplement the Redevelopment Agency's current commitment to the area.
- Hiring staff to directly support the initiative.
- Developing a one-year action plan and a five-year strategic plan for the program.

APPENDICES

OUTREACH AND STAKEHOLDERS: APPENDIX A

Work towards preparation of the West Broadway Avenue Specific Plan began in the summer of 2007 with the creation of an Advisory Committee to oversee and guide development of the Specific Plan process. A community-wide planning process was then initiated to ensure incorporation of a broad cross-section of viewpoints during the development of the Specific Plan. This public participation process included five community-wide workshops.

A. Outreach

A project website (www.broadwayurbanvillage.com) was created to describe the project and provide updates on the project's process. Announcements of upcoming workshops and meetings were posted on the website, and meeting agendas, presentations and handout materials were available for downloading.

In anticipation of the five community workshops, DC&E designed and mailed postcard announcements to the addresses and property owners of property within approximately 1,000 feet of the Plan Area. Additional people who requested to be on the mailing list were also sent postcards.

B. Advisory Committee

The Advisory Committee met nine times to review and discuss key issues and products throughout the planning process. People representing the following groups and agencies were selected as members of the Advisory Committee:

- Area homeowner and/or renter
- Area commercial property owner
- Area merchant
- Seaside Planning Commission
- Seaside Board of Architectural Review
- Monterey-Salinas Transit (MST)
- Transportation Agency of Monterey County (TAMC)
- Seaside/Sand City Chamber of Commerce

- California State University, Monterey Bay
- Latino Merchants Association

C. Stakeholders

The DC&E consultant team met with a range of stakeholders to assess perceptions of the West Broadway Avenue area and of the potential to create a West Broadway Urban Village as the downtown of Seaside. The DC&E team held focus group meetings with the people from the following stakeholder groups:

- Citizens' League for Progress
- Green Team
- Latino Merchants
- League of United Latin American Citizens (LULAC)
- Seaside Culture Art Group
- Seaside Parks and Recreation Department
- Historical Commission

The DC&E team held informal interviews throughout the project, concentrated between September and November, 2007, with a number of stakeholders, including:

- Dietrich Albrecht, business owner
- Foster Alexander, CAACP, NAACP, CLFSO, SCAG
- Ines Arango, merchant
- Martin Arango, merchant
- Francoise Avery, Art Commission
- Michael Cabaluna, NIPC, Green Team
- Samantha Cabaluna, NIPC, Green Team
- Maria M. Custodio, Maria Mercedes Beauty Salon
- Billie DeBary, Blues Board
- Rene Diaz, developer
- Mike Eckstrom, Green Team
- Donna Ferraro, Boys & Girls Club
- Richard Glen, City of Seaside Redevelopment
- Al Glover, Glover Enterprises
- Sandra Gray, Art Commission
- Minerva Hernandez, resident
- Galen Ishii, business owner, Rotary Club
- Mike Jacobs, Seaside Kiwanis Club

- E. Walker James, Citizens League for Progress
- Alice Jordan, Seaside Kiwanis Club
- Peter Kambas, Hostelling International
- Pat Kelly, DBO Development Corporation
- Jacqueline Lambert, Chamber of Commerce
- Colleen Lingenfelter, Art Commission
- Carl Little, Seaside Deputy Police Chief
- Tom J. Livelli, Clark Realty, Rotary Club
- Tedd Lowcock, Salvation Army
- Phil Malatr, Neighborhood Improvement Program
- Ismael Maldonado, Jose's Mexican Food
- Star Martinez, Joyeria Latina
- John Mims, Rotary Club
- Antonio A. Morales, San Pablo Bakery
- Vic Noble, developer
- Dave Pacheco, City of Seaside
- Jan Penney, NAACP
- Bob Pniak, Cypress Coast Automotive Group
- Alex Ramirez, Alex Signs
- Carlos Ramos, LULAC
- Jaime Sanchez, Realty World
- Rosa A. Sanchez, La Villa Taqueria
- Tom Schellenberg, Cedar Funding
- Ernie Suber, Parks and Recreation Commission
- James Tarentino, Developer
- Clint Thelander, Seaside Highlands Homeowners Association
- Jaki Thurman, Acme Coffee
- Kris Toscano, Mahoney & Associates
- Nancy Towne, City of Seaside
- Julie Vogado, resident
- Betty West, Historical Commission
- Michael Wildgoose, Historical Commission
- Mary Wilson, Green Team
- Norman Yassany, resident
- Ramon Yepez, Mi Tierra Grocer

RECOMMENDED PLANT PALETTE: APPENDIX B

The following list of recommended plants includes plant species that would be compatible with the geography and climate of the Specific Plan Area. This list has been compiled from other projects in the City of Seaside.

Trees

Aesculus californica – California Buckeye
Arbutus glandulosa 'Marina' - Arbutus 'Marina' – Hybrid Strawberry Tree
Arbutus menziesii – Madrone
Arbutus unedo – Strawberry Tree
Arctostaphylos Manzanita 'Dr Hurd' – Dr. Hurd Manzanita
Callistemon camphora – Camphor Tree
Ceanothus arboreus 'Cliff Schmidt' – Catalina Ceanothus
Cedrus deodara – Deodar Cedar
Cupressus macrocarpa – Monterey Cypress
Heteromeles arbutioflia – Toyon
Liquidambar styraciflua – American Sweet Gum
Lyonothamnus floribundus asplenifolius – Fernleaf Catalina Ironwood
Melaleuca quinquenervia – Cajeput Tree
Metrosideros excelsus – New Zealand Christmas Tree
Olea europaea – Olive ("Majestic Beauty' or 'Swan Hill')
Pinus muricata – Bishop Pine
Pinus radiata – Monterey Pine
Prunus illicifolia – Holly-leaved Cherry
Prunus lyonii – Catalina Cherry
Quercus agrifolia – Coast Live Oak
Quercus ilex – Holly Oak
Sequoia sempervirens – Coast Redwood
Umbellularia californica – California Bay

Upright Shrubs

Alyogyne heugelii – Blue Hibiscus
Arbutus unedo 'Compacta' – Strawberry Tree
Arctostaphylos densiflora 'Howard McMinn'– Howard McMinn Manzanita
Arctostaphylos densiflora 'Sentinel' – Sentinel Manzanita
Arctostaphylos hookerii x pajaroensis – Sunset Manzanita
Arctostaphylos 'John Dourley' – John Dourley Manzanita
Arctostaphylos pajaroensis – Pajaro Manzanita
Arctostaphylos stanfordiana bakeri 'Louis Edmu – Louis Edmonds Manzanita
Arctostaphylos tomentosa var. tomentosa – Shaggy Bark Manzanita
Atriplex lentiformis breweri – Brewer Salt Bush
Ceanothus arboreus 'Cliff Schmidt' – Ceanothus
Ceanothus 'Frosty Blue' – Ceanothus
Ceanothus 'Julia Phelps' – Ceanothus
Ceanothus 'Ray Hartman' – Ceanothus
Ceanothus thyrsiflorus 'Snow Flurry' – Blue Blossom
Cistus purpureus – Orchid Rockrose
Dendromecon harfordii – Island Bush Poppy
Echium candicans – Pride of Madeira
Eriogonum arborescens – Santa Cruz Island Buckwheat
Eriogonum giganteum – St. Catherine's Lace
Eriogonum grande rubescens - Red Buckwheat
*Eriogonum par*vifolium – Cliff Buckwheat
Feijoa sellowiana – Pineapple Guava
Fremontodendron 'California Glory' – Flannel Bush
Fremontodendron 'Pacific Sunset' – Flannel Bush
Garrya elliptica – Coast Silk Tassel
Grevillea rosmarinifolia – Rosemary
Heteromeles arbutifolia – Toyon
Lavatera assurgentiflora – Tree Mallow
Lavendula dentata – French Lavender
Lupinus albifrons – Silver Bush Lupine
Lupinus arboreus - Bush Lupine
Mahonia pinnata – California Holly Grape
Mimulus aurantiacus – Sticky Monkey Flower
Mimulus 'Jelly Bean White' – Persoff Hybrid White Monkeyflower

Myrica californi – Pacific Wax Myrtle
Phlomis fruticosa – Jerusalem Sage
Phormium tenax 'Bronze Baby' – Dwarf New Zealand Flax
Rhamnus californica – California Coffeeberry
Rhamnus californica 'Mound San Bruno' – Coffeeberry
Rhus integrifolia – Lemonade Berry
Ribes malvaceum – Chaparral Curran
Ribes malvaceum 'Rana white' – Chaparral Current
Ribes sanguineum 'Barrie Coate' – Chaparral Currant
Ribes sanguineum glutinosum 'Claremont' – Pink Flowering Currant
Ribes speciosum – Fuchsia-Flowering Gooseberry
Romneya coulteri – Matilija Poppy
Rosmarinus officinalis – Rosemary
Salvia brandegei – Brandegees Sage
Symphoricarpos albus – Common Snowberry
Tagetes lemmonii – Copper Canyon Daisy
Tulbaghia fragrans – Sweet Garlic
Westringia fruticosa – Coast Rosemary

Shrubs (Woody Groundcover)
Arctostaphylos edmundsii – Little Sur Manzani
Arctostaphylos 'Emerald Carpet' – Emerald Carpet Manzanita
Arctostaphylos hookeri – Hookers Manzanita
Arctostaphylos uva ursi – Kinnikinnik
Artemisia californica - California Sagebrush
Artemisia 'Powis Castle' – Artemesia
Artemisia pycnocephala – Sandhill Sage
Baccharis pilularis – Dwarf Coyote Brush
Ceanothus gloriosus – Point Reyes Ceanothus
Ceanothus gloriosus 'Hearts Desire' – Groundcover Mountain Lilac
Ceanothus griseus horizontalis – Carmel Creeper
Ceanothus gloriosus 'Anchor Bay' – Anchor Bay Ceanothus
Cistus saviifolius – Sage Leaf Rockrose
Correa pulchella – Australian Fuschia
Helianthemum nummularium – Sunrose
Rosmarinus officinalis – Rosemary

Salvia 'Bees Bliss' – Hybrid Creeping Sage
Salvia mellifera 'Terra Seca' – Prostrate Black Sage
Salvia sonomensis 'Mrs. Beard' – Creeping Sage

Herbaceous Perennial Groundcover
Achillea millefolium – Common Yarrow
Agapanthus orientalis – Lily-of-the Nile
Ajuga reptans – Carpet Bugle
*Armeria m*aritime – Sea Thrift
Dietes vegeta – Fortnight Lily
Dudleya caespitosa – Bluff Lettuce
Erigeron glaucus – Seaside Daisy
Eriogonum staechadifolium – Seaside Woolly Sunflower
Eschscholzia californica – California Poppy
Fragaria chiloensis – Beach Strawberry
Heuchera 'Canyon pink' 'Canyon delight,' & 'Canyon duet' – Hybrid Alum Root
Heuchera maxima – Island Alum Root
Heuchera 'Santa Ana cardinal' – Hybrid Alum Root
Heuchera 'Wendy' – Hybrid Alum Root
Iris douglasiana and hybrids – Wild Iris
Sisyrinchium bellum – Blue-Eyed Grass
Sisyrinchium californicum – Yellow-Eyed Grass

Perennial Grasses
Agrostis hallii – Hall's Bent Grass
Agrostis pallens – Bent Grass
Calamagrostis foliosa – Cape Mendocino Reedgrass
Calamagrostis nutkaensis – Pacific Reed Grass
Carex pansa – Dune Sedge
Deschampsia cespitosa – Tufted Hair Grass
Deschampsia cespitosa holciformis – Pacific Hair Grass
Festuca californica – California Fescue
Festuca idahoensis – Idaho Fescue
Festuca rana – Rana Fescue
Festuca rubra 'Molate Blue' – Creeping Red Fescue

Leymus condensatus – Giant Wild Rye
Leymus condensatus 'Canyon Prince' – Canyon Prince Giant Rye
Leymus mollis – African Dune Grass
Leymus triticoides – Squaw Grass
Melica imperfecta – Smallflower Melic Grass
Muhlenbergia rigens – Deer Grass
Nassella cernua – Nodding Needle Grass
Nassella pulchra – Purple Needle Grass

Vines
Aristolochia californica – California Dutchman's Pipe
Hardenbe violacea – Lilac Vine
Jasminum polyanthum – Jasmine
Thunbergia gregorii – Orange Clock Vine
Vitis californica 'Roger's Red' – Wild Grape
Wisteria sinensis – Chinese Wisteria

Shrubs
Adenostoma fasciculatum – Chamise
Arctostaphylos pumila – Dune Manzanita
Ceanothus cuneatus var. rigidus – Monterey Ceanothus
Dendromecon rigida – Bush Poppy
Gaultheria shallon – Salal
Marah fabaceus – Wild Cucumber
Pickeringia Montana – Chaparral Pea
Vaccinium ovatum – Evergreen Huckleberry

INFRASTRUCTURE ASSESSMENT: APPENDIX C

INTRODUCTION

The City of Seaside has retained Design, Community, & Environment (DC&E) to prepare the West Broadway Urban Village Specific Plan (Specific Plan). As part of DC&E's team, Schaaf & Wheeler has been tasked with preparing two technical memoranda to inform the Specific Plan – an *Infrastructure Assessment* Memo and an *Infrastructure Implementation* Memo. The Specific Plan Area (the Project Area) has been described previously. Figures accompanying this memo depict the Project Area and conceptually indicate the improvements described in this memo. Individual figures have been created to highlight each of the systems discussed – water, sanitary sewer, and storm sewer. The narratives and figures are not intended to take the place of the detailed planning and engineering design work required for construction.

This Implementation Memo discusses necessary water-resources infrastructure improvements to meet the Project's needs. Deficiencies identified in the *Infrastructure Assessment* are highlighted, solutions proposed, and construction phasing and project coordination of the infrastructure implementation discussed. Some suggested solutions are repeated from the previous memo since it had some solutions in addition to identifying infrastructure deficiencies.

Prescribing methods to fund the public water resources infrastructure required to support the Project is outside the scope of work of the current memo, but estimated construction costs and connection fees are presented to inform the funding analysis.

The identification of water, wastewater, and storm drainage facilities and their capital costs for the West Broadway Avenue Specific Plan is based on available information, interviews of key staff for agencies responsible for the Project Area's infrastructure, and published and accepted standards for Seaside's systems and those similar to them.

PROJECT DESCRIPTION

The Project analyzed for this memo is described as follows:

- A 48,000 square foot linear park (open space);
- 523 dwelling units, as a mixture of single-family residences (SFR), multi-family residences (MFR), and multi-story live/work units with retail on the bottom floor and living units on the upper floors;
- 406,800 square feet of commercial building footprint, including a hotel with a footprint of 50,000 square feet and a public library.

The interchange between Broadway Avenue and Del Monte Boulevard is also planned to be realigned as part of the Project.

The retail, commercial, and mixed-use developments will primarily line Broadway Avenue, Del Monte Boulevard, and parts of Canyon Del Rey Boulevard within the Project Area. The library will be located between Olympia Avenue and Broadway Avenue. The linear park will sit next to Canyon Del Rey Boulevard between Sonoma Avenue and Harcourt Avenue, in an area that currently has several vacant residentially-zoned lots. The rest of the Project Area, essentially along Palm Avenue and Imperial Street, will include single- and multi-family residences.

The phasing of the Project is planned as follows:

- Phase 1 will occur in the first five (5) years and will include the linear park, the public library, 137 units of housing, and the transit mixed-use office complex.
- Phase 2 will occur by ten (10) to fifteen (15) years from the Project start. Phase 2 will include the hotel, 203,700 square feet of mixed use commercial development, and 119 units of housing.
- Phase 3, the final phase, will occur by twenty (20) to twenty-five (25) years from the Project start and will include the remaining 69,300 square feet of commercial development and 267 units of housing.

Demolition of existing development is planned to occur as necessary to facilitate the development described above.

IMPLEMENTATION SUMMARY

The *Infrastructure Assessment* included a non-physical evaluation of the existing water, sanitary sewer, and storm drain systems within the Project boundaries. Existing or expected deficiencies were identified using available data from the Seaside General Plan, the 2004 General Plan Environmental Impact Report (EIR), and other technical analyses. Additional physical or quantitative assessments will be needed as the Project is further planned, designed, and constructed to corroborate the *Infrastructure Assessment* and *Infrastructure Implementation*.

In 1999, the U.S. Green Building Council (USGBC) launched the Leadership in Energy and Environmental Design (LEED) program, which is a voluntary, point-based rating system that defines what elements make a building "green"

and quantifies how "green" a building is compared to buildings of a similar type. Essentially, the LEED system encourages development and redevelopment projects to include energy-saving and environment-friendly features. After a building has been completed and the project team submitted project documentation with a fee, the USGBC will then certify the project as LEED-Certified Silver, Gold, or Platinum, based on the total number of points acquired from a menu of green building measures. Related to water supply, LEED points can be acquired specifically for design elements that include water conservation, stormwater runoff reduction, and stormwater runoff quality improvement.

Wet Utilities – Project Conditions

The Project Area is currently developed for commercial and residential purposes and has existing service utilities. Planned land uses are similar to these, although densities will be increased, and the commercial and residential development along Broadway and Palm Avenues will be converted to a mixed use of residential and commercial. A library, public parking garage, and small linear park are also planned within the Project Area.

Although the existing facilities have been estimated as mostly adequate for the existing residential and commercial densities, upgrades may be necessary as a result of the potential increased water demands, stormwater runoff, and sanitary sewer loadings incurred by these land use changes. The age of some of the infrastructure, particularly the water and sanitary sewer facilities, may favor replacement of these systems as the overlying roads are redeveloped.

Major deficiencies identified in the *Infrastructure Assessment* include the following:

- High water system pressures;
- Water supply, in general;
- Sanitary sewage exceeding capacity along Palm Avenue;
- Sanitary sewage exceeding capacity along Alhambra Street;
- Stormwater flooding along West Broadway Avenue; and
- Stormwater flooding along Canyon Del Rey Boulevard;

Project plans indicate that the planned library and parking structure will occupy a parcel extending from Broadway Avenue to Olympia Avenue. To provide adequate maintenance access to existing water and sewer pipes run east-west beneath the alley splitting these avenues, these pipes may need to be relocated.

Wet Utilities – Project Solutions

This *Infrastructure Implementation* suggests water-resource utility improvements to meet the needs of the Project's development. More detailed planning and engineering design work for these utility systems should be pursued as more detailed development proposals are produced. In addition, a separate Water Supply Assessment has been prepared to discuss the water supply needs of the Project and the sufficiency of available and projected supplies to meet those needs.

Water system solutions include the following:

- installing pressure-reducing valves, if necessary;
- implementing water conservation practices;
- identifying potential future sources of water;
- rerouting an existing water pipeline; and
- installing two new 12" water mains.

Potential water sources include recycled wastewater, Carmel River flows seasonally-stored in groundwater aquifers, desalination of seawater, or water transfers from other sources.

The existing water pipeline requiring relocation runs east-west in the alley between West Broadway and Olympia avenues between Hillsdale and Alhambra streets. It could be realigned north-south beneath Hillsdale Street from the same alley up to Olympia Avenue. The new water mains would need to run east-west along Broadway Avenue or a parallel street and down Del Monte Boulevard in the Plan Area.

Sanitary sewer system solutions include the following:

- upsizing certain pipes and manholes and
- relocating an existing sewer collector.

Five 6-inch sewer collectors within the Project Area are estimated as undersized for projected loading. Three of these lines are beneath Palm Avenue, one beneath Amador Avenue, and the other beneath Alhambra Street. They should be upsized to either 8 inch or 12 inch, based on the hydraulic analysis discussed later. Given the infrastructure's age, the entire sanitary sewer infrastructure should be rehabilitated or replaced as the Project roads are redeveloped.

Storm drain system solutions include the following:

- installing underground percolation basins,
- constructing a few inlets and piping, and
- maintaining/implementing adequate landscaping and pervious surfaces to reduce surface runoff.

Percolation basins reduce stormwater runoff by retaining and infiltrating excess flows. They can be sized and located to best mitigate the areas of existing and projected drainage problems and installed underground to maximize land use within the Project Area. Landscaping and pervious surfaces are recommended to reduce runoff and meet other water quality demands.

Table 1 presents the estimated total project costs. Costs are not included for onsite improvements, traffic control during construction, permit fees, easements and real estate. To account for inflation as the utilities are constructed, the cost estimates provided are indexed to the April 2008 construction cost index published in the Engineering News & Record (SF CCI = 9150.17, 20-City CCI = 8109.00).

Table 1: Total Project Costs

Description	*Cost*
Water System Improvements Costs =	$6,199,000
Sanitary Sewer System Improvements Costs =	$5,279,000
Storm Drainage System Improvements Costs =	$567,000
Total Project Costs =	**$12,045,000**

Wet Utilities – Project Construction

The phasing of the Project, at least during the next ten years, is closely linked to water availability. Water supply projections indicate that the Project could proceed as planned through Phase 1. To proceed through Phase 2, somehow more water would need to be made available to the Project. Given the relatively small-scale of the Project to the planned water supply projects for the Monterey Peninsula, either a large-scale water supply project for the Monterey Peninsula area would need to be operational and serving the Project or additional available water allocations would need to be given to the Project. Once a large-scale water supply project is operational, water supply should not be a limiting factor in the Project's development.

Further Project planning and implementation should be coordinated among Project developers, City departments, and external agencies to minimize costs and inconvenience to the public.

WATER

The *Infrastructure Assessment* analyzed two major aspects of the water system serving the Project Area – the water system facilities and the water supply. Cal-Am currently owns and maintains the water supply and distribution system serving the Project Area. Their water system within the Project Area was assessed as adequate for the Project; however, in looking at available fire flows, there may be some deficiencies in the water system. Also, the long-term provision of a reliable drinking water supply has been an ongoing concern for water agencies in the region. Several potential solutions to the water supply issue are outlined in the *Infrastructure Assessment* and discussed more thoroughly in the *Water Supply Assessment* (WSA). The water supply solutions for the Project are also summarized below after discussing the water system.

Water System Facilities – Project Conditions

Water system facilities pertain to the infrastructure necessary to convey sufficient potable water to meet demands within the Project Area. Cal-Am was consulted about any known water system deficiencies, and their information indicates only a few specific deficiencies within the Project Area. Pressures within the Seaside portion of Cal-Am's water system serving the Project Area are high enough (i.e., greater than 80 psi) that pressure-reducing valves may be

required for new development. Pressure at the intersection of Del Monte Blvd and Heitzinger Plaza near the Project Area is reported as having an average pressure of 126 psi. Section 608.2 of the California Plumbing Code requires that pressure regulators, such as pressure-reducing valvues (PRVs), be installed for services receiving water at pressures greater than 80 psi. In fact, Cal-Am's CPS report recommends modifying the Cal-Am's water distribution system in Seaside to reduce pressures some to prevent excessive pressures in the area.

One benefit of the relatively high pressures, especially given the small diameter water lines in the Plan Area, is an increased ability to meet fire flow demands. There are no fire flow deficiencies noted in the Plan Area in Cal-Am's CPS report, although the report only examines the large water mains in the system and may not adequately represent the performance of the smaller distribution lines and their services. The combination of these small diameter water lines throughout the Plan Area suggest that there may not be adequate fire flows to meet the expected demands for new development. Cal-Am has reported to the CPUC during rate increase hearings that there are pipelines in their Monterey District needing replacement for various reasons, one of which is inadequate fire flows. However, Cal-Am is not required to replace pipelines that serve existing developments, even if fire flows by current standards are inadequate. Essentially, the existing developments are grandfathered in for fire flows. New development or significant redevelopment, however, would trigger the need to upsize deficient water lines.

Another foreseeable deficiency with the current system facilities and the planned redevelopment is the 4-inch steel pipe running east-west between Broadway Avenue and Olympia Avenue, at the site of the future library, as discussed below.

Water System Facilities – Project Solutions

According to discussions with Cal-Am staff, only minor water-related infrastructure improvements are currently planned in or near the Project Area. However, as noted above, Cal-Am has identified inadequate fire flows in their system, although they may not be planning to replace the deficient pipelines since they serve existing development and funding for non-mandated improvements is limited. Pressure-reducing valves (PRVs) should be installed within the Project Area according to the prevailing building code. Cal-Am is currently aware of the high pressures in Seaside and may implement a regional solution in the future that lowers system pressures to a point that individual PRVs are no longer required.

During Project implementation, expected pressures should be confirmed and Cal-Am consulted to verify the need for PRVs. Also, the developers will need to verify and discuss with Cal-Am and the Seaside Fire Department the available water pressures and fire flows with respect to the regulations in place at the time.

It is anticipated that new, larger water mains will need to be placed along Broadway Avenue and Del Monte Avenue, connecting to existing large-diameter mains, to increase the available fire flows in the Plan Area. At a planning level, it is estimated that at least 12" diameter water lines should be installed and connected to the existing large-diameter water mains. One new main can be placed along Broadway Avenue or a parallel alleyway, connecting to the existing 14" pipeline along Fremont Blvd and one of the existing pipelines at the Broadway Ave./Contra Costa St. intersection.

The new "Broadway" main would also connect to the new "Del Monte" main that would run from the Broadway Ave./Contra Costa St. intersection to connect to an existing 12" pipeline at the Canyon Del Rey Blvd./Del Monte Blvd. intersection.

The Project itself may require the relocation of the 4-inch pipe beneath the future library. If the alleyway is overlain by a building, it would be preferable for maintenance purposes to relocate any underlying utilities. The 440 feet of pipeline would need to be removed and the dead-end line at Hillsdale connected to the 4-inch water pipeline in Olympia Avenue, 140 feet to the north.

Other water facility improvements include hot tapping new services to existing water mains (i.e., connecting new laterals to existing, pressurized mains) and potentially upgrading fire hydrants or backflow preventors for fire line services.

Water System Facilities – Project Costs

Costs for water system facility improvements will be borne for the new water mains, pipe relocation, new hot taps, and any connection fees. During redevelopment, fees for increased fixture units at each parcel within the Project Area will be imposed. The Monterey Peninsula Water Management District (MPWMD) credits the existing connections and fixtures at each parcel, but fees would be imposed for *increased* water connections and fixtures, if allowed. Cal-Am recovers fees for new connections through its rate structure, so estimates of Cal-Am fees are not included.

There are 439 additional residential dwelling units planned for the Project, which would equal about 6,585 additional fixtures. A better estimate can be made with more specific project plans. Connection and/or usage fees are estimated to increase primarily to cover the costs of newer and more expensive sources of water that are likely to be developed. An increase in fixture units also may require more laterals connections to mains.

Table 2 shows estimated Project costs for water system improvements. Unit costs are given per either fixture unit, equivalent dwelling unit (EDU), acre-feet per year (AFY), structure, item (EA), or feet (FT), based on published fees and experience with similar improvements. The current cost estimate does not account for the construction of new or upgraded fire hydrants or fire service backflow preventors. Fire protection upgrades may be minor because much of the new construction, particularly the larger mixed-use and commercial buildings, will likely be sprinklered and not require significantly increased fire flow requirements. This assumption should be confirmed with the Seaside Fire Department during planning of specific projects.

Table 2: Water System Improvement Costs

Description	*Quantity*	*Unit*	*Unit Cost*[1]	*Cost*
Two new, large-diameter water mains	3,500	FT	$100	$350,000
MPWMD Residential Connection Fees[2,3]	6,585	Fixture	$230	$1,514,600
MPWMD Residential Application Processing Fee[4]	523	EDU	$210	$109,900
MPWMD Commercial Connection Fees[5]	63	AFY	$21,618	$1,362,000
MPWMD Commercial Application Processing Fee[4]	72	Structure	$350	$25,200
Pipe Tap, 6" PVC	72	EA	$500	$36,000
Remove 6" pipe beneath Library + related	440	FT	$30.00	$13,200
Connect 6" pipe beneath Hillsdale St + related	140	FT	$45.00	$6,300
Fire Backflow Preventor and Pipe, 4" Steel	5	EA	$2,500.00	$12,500
[1]Costs do not include road improvements, surveying, grading etc.			Subtotal =	$3,542,200
[2]Assumes 15 fixture units per EDU			10% Mobilization / Demobilization =	$354,300
[3]Charged only for additional fixture units			25% Contingency =	$885,600
[4]Administration fees assume 1 structure per 5,000 SF			40% Engineering & Administration	
[5]Based on WSA			& Construction Management =	$1,416,900
			Water System Improvements Costs =	**$6,199,000**

Water Supply – Project Conditions

The water demands of the existing Project Area development are estimated by the consulting firm PMC as 39 AFY, split between 11 AFY for residential development and 28 AFY for commercial development. Schaaf & Wheeler has revised these numbers based on our water supply experience in Monterey County and estimated the total to be closer to 42 AFY, split between 14 AFY for residential development and 28 AFY for commercial development. The main difference is the inclusion of lawn irrigation, which was not included in PMC's analysis.

Demands for the Project at buildout (20-25 years) are estimated as 100 AFY, a 238% increase over existing water demands in the Project Area. The increase in demand is estimated from the Project's phasing to essentially vary linearly with time. In other words, given the planned phasing of the Project, water demand would increase at relatively the same rate until buildout.

By following the State of California's water supply assessment statutes, the *WSA* indicates that there will be adequate water supply to meet the Project's water demands. However, the *WSA* rests upon assumptions of new potable and non-potable water sources being brought on line within certain time frames. The *WSA* discusses phasing of the Project as related to water supply. Phasing of the Project, largely influenced by water supply, is also discussed later in this memo.

Water Supply – Project Solutions

A detailed *WSA* has been prepared for the Project. The *WSA* essentially estimates whether existing and projected water supplies in the region will be adequate to meet the water demands of the Project and other planned developments, in addition to supplying existing demands. Water agencies in the Monterey Peninsula area are pursuing various small-scale and large-scale water supply options to augment existing supplies, not only to meet projected future demands but also to replace current water supplies that are increasingly restricted by government regulation.

To reduce per capita demands of the Project, existing conservation practices will be required and may even be strengthened as part of the Project. Conservation practices include the following:

- installing low-flow and low-demand fixtures,
- landscaping with drought-tolerant (i.e., low water use) plants,
- restricting lawn and ornamental watering, and
- restricting water-intense residential and commercial use, such as swimming pools.

Besides conservation measures, recycled water or other alternative non-potable water supplies may decrease potable water demands of the Project. Indeed, the Specific Plan policies encourage the use of recycled water. However, given these sources' political and environmental uncertainty, the Project's development should not be tied to them.

Monterey Peninsula water agencies are developing potential potable water supply options, such as aquifer storage and recovery (ASR) and desalination of sea water or brackish water. The ASR project would take excess winter flows from the Carmel River, supplement the Seaside Groundwater Basin, and recover higher yields during higher demand periods (i.e., the summer). Various agencies are investigating desalination, which appears to be the most likely technology to increase Monterey Peninsula's water supply. Although it is difficult to anticipate the particular desalination or other proposal that will supply the Project, the variety of attempts to augment the Monterey Peninsula's water supply should result in at least one or more large-scale solution within the next ten to fifteen years.

Water Supply – Project Costs

Water supply costs were not calculated for this memo due to the uncertainty of expected economic conditions and water supplies. Also, any new water supply will serve a much larger area than the Project Area and its costs allocated throughout Cal-Am's rate structure via a Public Utilities Commission process. The *WSA* does indicate projected water supply costs. Though not a direct Project cost, there is a potential opportunity cost to Seaside if insufficient water supply delays the Project.

SANITARY SEWER

The Seaside County Sanitation District (SCSD), comprised of Seaside Public Works staff, maintains the sanitary sewer infrastructure within the Project Area and then delivers the sanitary sewage to a pump station owned by the Monterey Regional Water Pollution Control Agency (MRWPCA). The City's sewage is pumped to the MRWPCA's treatment plant. Within the Project Area, 6-inch sanitary sewer collectors run beneath Palm Avenue, Elm Avenue, Amador Avenue, and the alleys adjacent to Broadway Avenue. Larger trunk lines run beneath Del Monte Boulevard, Canyon Del Rey and Contra Costa Street. The Project Area overlays two sewage catchments. Sewage from parcels west of Contra Cost Street flow to the Del Monte Lift Station at the intersections of Del Monte Boulevard and Canyon Del Rey Boulevard, prior to being pumped to the MRWPCA's Seaside Pump Station west of Highway 1. Sewage in Contra Costa Street and further east flow in a general northward direction directly to the MRWPCA station.

Sanitary Sewer Infrastructure – Project Conditions

The Project Area's sanitary sewer system was evaluated in two steps. Larger trunk lines were evaluated for capacity deficiencies based on the Sanitary Sewer System Master Plan (SSMP) of 2004, its associated Hydra hydraulic model, and recent discussions with the Seaside County Storm Drain (SCSD) facilities staff. The smaller 6-inch pipelines were evaluated with a spreadsheet and input from as-built drawings, the SSMP, and parcel data from the Hydra model.

The 2004 Sanitary Sewer System Master Plan (SSMP) analyzed the SCSD sewer system and identified several existing and future structural and capacity-related concerns outside the Project Area. The three capacity concerns most relevant to the Project listed are the needs to:

- Upsize a sewer pipeline along Olympia Ave as it crosses east over Fremont Blvd.
- Upsize six stretches of existing 12-inch trunk lines along Canyon Del Rey Blvd, south of the Project Area.
- Upsize a 371-foot stretch of the trunk line along Del Monte Blvd, north and downstream of the Project Area.

A number of these identified deficiencies will be the focus of capital improvement projects (CIP) in the near future. The *Infrastructure Assessment* outlined the system CIPs related to the Project.

The City of Seaside provided 1953 as-built drawings of the sanitary sewer facilities within the Project Area. Twenty three sections of 6-inch sewer collectors within the Project Area were analyzed for existing and future capacity deficiencies, using standard open-channel hydraulics procedures and estimated loadings. Calculation inputs included pipe data realized from the as-built drawings and generation data computed using parcel data, a historical Hydra model and the SSMP. The SSMP provided overall peaking factors and factors to account for rainfall-dependent inflow and infiltration, and groundwater infiltration.

Under existing and future conditions, five of the twenty three 6-inch sewer collectors within the Project Area were estimated to lack capacity during the peak wet weather scenario. Three of these five collectors run beneath Palm Avenue between Calaveras Street and Contra Costa Street. A fourth runs beneath Alhambra Street as it crosses Broadway Avenue, and the fifth runs beneath Amador Avenue between Canyon Del Rey Boulevard and Imperial Street. The maximum expected sewage flows were calculated to be between 150% to 200% of the existing capacity of the pipe. Sanitary sewer pipelines were estimated to have sufficient capacity if the ratio of depth-of-flow to pipe diameter (d/D) was less then 50 percent for 8-inch diameter or smaller pipelines and less than 67 percent for larger diameter pipelines.

Similar to the water pipe running beneath the future library, a sanitary sewer pipe also exists in the alley between Broadway and Olympia Avenues and will need to be realigned as shown in the figure set, if the alley is overlain by a building, as described earlier.

Existing sanitary sewer infrastructure within the Project Area was constructed more than fifty years ago. Infrastructure wears down and cracks with time due to weathering, corrosion, earth movement, tree roots, and a number of other factors, which can increase sewer infiltration, Increased infiltration in turn increases wet weather peaking and potentially overloads the system. Several brick manholes are located throughout the Seaside sanitary sewer systems. All of these within the Project Area should be replaced or rehabilitated during the redevelopment. According to the 2004 SSMP, brick manholes within the Project Area are located:

- along the 12-inch sewer line beneath Contra Costa Street (quantity 3)
- along the 12- and 18-inch pipe beneath the alley between Broadway Avenue and Olympia Avenue, east of the future library site (quantity 2)

These manholes are particularly susceptible to groundwater infiltration and lack the structural integrity of the now-standard precast manhole with reinforcement bars.

Sanitary Sewer Infrastructure – Project Solutions

Sanitary sewer improvements address all inadequate existing system conditions listed above, including upsizing existing pipes, realigning the library pipe, and replacing brick manholes. A general analysis of the sanitary sewer pipelines indicates that the Project loads could exceed the design capacity for the existing pipelines previously mentioned. The pipelines estimated as undersized have generally low slopes, so the recommended upsized pipelines may be as large as 12-inch diameter to accommodate the increased flows. Upsizing the deficient 6-inch sewer collectors to 8-inch or 12-inch lines is the most straightforward and inexpensive solution. The new sewer pipe would assume the same invert elevations, slope, length and alignment as the existing sewer inch pipe. Table 3 summarizes the sewer pipelines estimated as being undersized, as well as indicating their existing and recommended upsized diameters.

Table 3: Recommended Improvements to Sanitary Sewer Pipes

Pipe	Location	Length (ft)	Existing Diam. (in)	% of Capacity	Upsize Diam. (in)
Amador Avenue	Imperial St. to Canyon Del Rey	470	6	199%	12
Palm Avenue #1	Contra Costa St. to Hillsdale St.	440	6	192%	12
Palm Avenue #2	Hillsdale St. to Alhambra St.	450	6	153%	8
Palm Avenue #3	Alhambra St. to Calaveras St.	450	6	115%	8
Alhambra Street	Stretch across Broadway Ave.	310	6	120%	8

The sewer pipe running east-west beneath the future library may need to be removed so as to not interfere with the foundation or substructure of the library and the Project's public parking structure. The pipe can be realigned and connected to the manhole at the corner of Hillsdale Street and Olympia Avenue, as shown in the figures at the end of this report. Although this section of pipe does not exceed capacity, it should be upsized to 8 inches to meet the current city standards. The five brick manholes within the Project Area could also be replaced with precast concrete manholes consistent with City standards.

The rest of the sanitary sewer pipelines were estimated to have sufficient capacity to carry the Project sewer flows. This analysis is based on generous peaking factors which may overestimate the expected Project flowrates. A brief sensititivity analysis of the data was performed and found the results to be relatively insensitive to peaking factors. In other words, regardless of peaking factor, the same pipelines consistently showed deficiencies. Detailed analyses should be performed when designing new projects to account for more accurate sewer flows based on planned fixture units, demolished existing units, and existing upstream development.

There is sufficient capacity at the regional treatment plant to satisfy estimated increased sanitary sewer loading. As mentioned in the Infrastructure Assessment, the MRWPCA's Wastewater Treatment Plant north of Marina has a permitted capacity of approximately 29 million gallons per day (MGD), equivalent to 20,139 gallons per minute (gpm). Accounting for less than 1% of the treatment plant's capacity, the estimated Project increase is 180 gpm for the peak wet weather flow (PWWF), based on a peaking factor of 4 and average daily factors from the 2004 SSMP. The existing PWWF is estimated as 280 gpm, and the projected PWWF is 460 gpm.

Two sewer pump stations would be impacted by the Project - the Del Monte Lift Station at the corner of Del Monte Boulevard and Canyon Del Rey Boulevard and the MRWPCA's Seaside pump station near Bay Street in Sand City. Both of these are relatively large stations collecting sewage from areas much larger than the Project Area. The 2004 SSMP indicates that the pump stations are adequate to meet increased flows from the non-Fort Ord Seaside redevelopments and that the Del Monte Lift Station does not require near-future capacity-related upgrades.

No pump station capacity upgrades will be necessary for the Project based on the documentation noted above and the current sanitary sewer capacity analysis. The only sewer loads from the Project contributing to the Del Monte Lift Station are from the hotel development and one block eastward. Furthermore, a decrease in sewage flow to this lift station is anticipated after land zoned for residential use is converted to a linear park along the east side of Canyon Del Rey Blvd. The MRWPCA Seaside Pump Station pumps sewage from Seaside, Monterey, Del Rey Oaks and Pacific Grove; thus, the additional 180 gpm should only slightly affect its operation.

Existing sanitary sewersheds should be maintained to minimize the need for infrastructure upgrades downstream of the project area. The hydraulic analysis on the existing 6-inch sanitary sewer collectors assumed sewersheds remain unchanged in the Project Area. If sewer flows were redirected, more pipelines may need upgrading, resulting in additional expenses.

Given the age of the sanitary sewer infrastructure within the Project Area, most of this infrastructure should be rehabilitated or outright replaced. As the Project Area is redeveloped and the SCSD completes assessment projects from the 2004 SSMP, the SCSD staff should have a better idea of the condition and physical adequacy of the sewer infrastructure.

Sanitary Sewer Infrastructure – Project Costs

Table 4 reports the expected costs necessary to upgrade the sanitary sewer system described above. Approximately 1,670 lineal feet of 8-inch sewer trunk line will replace the existing 6-inch pipes, and 140 lineal feet of 8-inch pipe will connect the orphaned sewer pipe after a 440-foot length of pipe is removed from beneath the future library site, north of Broadway Avenue. As described above, brick manholes and those tied to any relocated sewer pipelines will need replacing. There are nine total manholes needing to be replaced. Manholes connecting 12-inch pipes or larger may need to have diameters larger than 4 feet.

Table 4: Sanitary Sewer System Improvement Costs

Description	*Quantity*	*Unit*	*Unit Cost*[1]	*Cost*
MRWPCA Residential Connection Fees[2]	439	EDU	$2,732.00	$1,199,400
Seaside Residential Connection Fees[2,3]	439	EDU	$1,570.90	$689,700
MRWPCA Commercial Connection Fees[2,3]	223	EDU	$2,732.00	$609,300
Seaside Commercial Connection Fees[2,3]	223	EDU	$1,570.90	$350,400
8" PVC in Trench w/Backfill	1,330	FT	$38.50	$51,300
12" PVC in Trench w/Backfill	910	FT	$46.50	$42,400
Remove 6" pipe beneath Library + related	440	FT	$40.00	$17,600
SS Manholes (4 ft diameter, 6'-10' deep)	9	EA	$6,250.00	$56,300
			Subtotal =	$3,016,400
			10% Mobilization / Demobilization =	$301,700
			25% Contingency =	$754,100
			40% Engineering & Administration & Construction Management =	$1,206,600
			Sanitary Sewer System Improvements Costs =	**$5,279,000**

[1]Costs do not include road improvements, surveying, grading etc.
[2]Charged only for additional fixture units
[3]Assumes 1 EDU per 2,500 square feet

Similar to the water system improvements, connection fees for increased fixture units and loading apply to the sanitary sewer improvements. The number of additional dwelling units within the Project Area after the redevelopment is estimated as 410; the additional commercial area of 77,800 square feet is estimated as equivalent to 31 EDUs, assuming 2,500 square feet per EDU. MRWPCA's sewer connection fees, currently at $2,732, would be incurred for each additional unit. These costs do not account for inflation of the connection fees over time.

The sewer infrastructure serving the Project Area was constructed more than 50 years ago and will eventually need to be replaced. Although replacing all pipes, manholes and other related sewer infrastructure would significantly increase the Project costs, the redevelopment is a great opportunity to undertake this construction since roads and other utilities will be impacted regardless. Combining sewer replacements with other disruptive utility work reduces the total costs of such work. Although some sanitary sewer systems lasting a century have been recorded, increasing maintenance and rehabilitation costs have generally favored replacement after about 70 years. The estimated cost to replace the sanitary sewer system within the Project Area would be $1.5 million.

Storm Drainage

The City of Seaside Public Works Department maintains and operates the limited storm drainage infrastructure within the Project Area, as well as the streets which convey stormwater flows.

Storm Drainage – Project Conditions

The Federal Emergency Management Agency (FEMA) develops Flood Insurance Rate Maps (FIRMs) that determine flood risks in communities. The effective FIRM for Seaside indicates that the Project Area is within a Zone B flood-zone, which does not require flood insurance and is defined as an area with one or more of the following characteristics:

- between the limits of the 100-year flood and 500-year flood;
- certain areas subject to 100-year flooding with average depths less than one foot;
- a contributing drainage area less than one square mile;
- protected by levees from the (100-year) base flood.

In practice, the FIRM information suggests that the Project Area is not subject to regular flooding of less than a 100-year event, and concerns about stormwater flooding should not overly impact the Project.

Nevertheless, localized flooding can occur and is documented as occurring in the Project Area, likely due to inadequate storm drainage infrastructure, as discussed in the *Infrastructure Assessment*. There is significantly less storm sewer infrastructure within the Project Area than water or sanitary sewer infrastructure.

As with the sanitary sewer system, the storm sewer system for the Project Area is divided into multiple catchments due to topography. The north half of the project area near Broadway Avenue drains in the northward direction and outlets into Monterey Bay. A second catchment collects stormwater runoff along Elm Avenue and Del Monte Boulevard and outlets into Roberts Lake. A third catchment collects stormwater runoff along Canyon Del Rey Boulevard and Trinity Avenue and outlets into Laguna Grande.

Stormwater drainage problems were identified by physically inspecting the Project Area, by consulting City engineers and public works personnel, and by studying related documents. The *Infrastructure Assessment* reported three areas with known deficiencies within the Project Area:

- Fremont Boulevard at Broadway Avenue
- Broadway Avenue from Fremont Boulevard to Del Monte Boulevard
- Canyon Del Rey Boulevard from Harcourt Avenue to Sonoma Avenue

Potential solutions for these three problem areas are discussed below.

Stormdrain infrastructure improvements have typically focused on designing systems to convey the expected quantity of stormwater runoff, but water quality regulations and environmental concerns increasingly influence the design of stormdrain systems as well. The Monterey Regional Stormwater & Education Alliance (SEA) is a group of public agencies tasked with implementing the Monterey Regional Stormwater Management Program (MRSWMP) as part of the agencies' National Pollutant Discharge Elimination System (NPDES) permit, which allows stormwater discharges to EPA-regulated waters of the U.S. The MRSWMP requires various stormwater Best Management Practices (BMPs) for construction projects and new development or redevelopment projects. Therefore, all construction phases of the Project and the built Project itself will be required to implement stormwater BMPs, such as drainage swales, retention basins, oil/water separator units, or similar facilities.

Storm Drainage – Project Solutions

The three stormwater problem areas listed above can be mitigated by little or no added pipes, manholes, inlets or outfalls. Environmental concerns and tighter regulation of stormwater runoff from urban areas has motivated the City of Seaside to explore storm drainage alternatives to catch basin collection and pipeline conveyance. In particular, the historical patterns of stormwater percolation and the underlying soil qualities in Seaside encourage onsite stormwater retention. Retention requires storage and percolation of captured stormwater.

Retention of 100-year stormwater flows is encouraged for the Project. As an interim measure prior to Project build-out, the *difference* between pre-development and post-development 100-year stormwater runoff can be captured and retained. In the long-term, as the whole Project Area is developed, the City could require the entire redeveloped area to have retention of the entire 100-year post-project runoff volume.

The retention requirements may significantly affect redevelopment land use planning and design, but will also eliminate costs of improving existing storm drainage infrastructure.

In order to satisfy on-site retention for the 100-year storm, land planning within the Project Area will need to implement runoff retention structures. A percolation basin is a practical way to retain runoff and take advantage of the percolation rate provided by the soil underlying the Project Area. Although not as effective as a percolation basin but more attractive, certain ground covers and plant species can also help reduce stormwater runoff. Aspects of so-called low-impact development (LID) and other stormwater BMPs that accomplish stormwater quality goals should also be implemented with the Project to meet NPDES requirements. These BMPs could also be used to help meet the stormwater quantity goals. The percolation basins, themselves, can even serve as stormwater BMPs primarily because they retain particulates and pollutants as well as stormwater runoff.

Specific guidance for stormwater BMP requirements and implementation is found in Appendix E of the 2006 version of the MRSWMP. The City Public Works staff should be consulted during Project planning to identify adequate BMPs for construction of the Project and the post-construction redevelopment.

Lot-by-lot retention facilities, as well as larger facilities serving multiple lots should also be considered. Percolation basins can be at-grade and in view or buried beneath roadways, parking lots, or open spaces. Buried percolation basins allow for more commercial land use overhead but are harder to maintain and have higher capital and operating costs. Examples of at-grade percolation basins are common in Central Marina and on the west side of Highway 1 between Sand City and Marina. Underground percolation basins of various designs have also been installed in the region. Standard Drawing Number S-480 of Seaside's City Standards shows a stormwater dispersion pipe and provides design guidelines, which may be adequate for small-scale percolation, such as individual residences. Alternative commercial stormwater dispersion structures are also available.

After redevelopment and implementation of on-site drainage, the existing stormwater drainage problems identified above may slightly decrease. Other than percolation basins and proper landscaping, new stormwater infrastructure such as pipes, manholes, inlets and outfalls will be very limited or perhaps unnecessary.

To address existing deficiencies and meet the Project's needs, specific recommendations are as follows by area:

- **Fremont Boulevard at Broadway Avenue:** This area is technically east of the Project Area, but the problems may influence drainage along Broadway Avenue. An underground percolation basin under one lane of traffic beneath Broadway Avenue could be installed and fed by existing storm piping in the area. A new area drain at the lowest point could also be installed and directly feed the basin.

- **Broadway Avenue from Fremont Boulevard to Del Monte Boulevard:** There is no record of existing water-resource related infrastructure beneath this approximately 2,000 feet of Broadway Avenue except at the Alhambra Street and Santa Barbara Street crossings. Strategically located and sized underground percolation basins beneath cross streets such as at Calaveras Street and near the intersection of Broadway Avenue and Alhambra Street would improve drainage. A new inlet would be needed by the Calaveras Street percolation basin. After Broadway is realigned to intersect Del Monte Boulevard perpendicularly, an existing catch basin and approximately 60 feet of storm drain pipe will need to be removed, as indicated on the figure. If necessary, the new lot on the south corner of that intersection has been identified as potential location for a percolation basin, inlets and necessary piping.

- **Canyon Del Rey Boulevard from Harcourt Avenue to Sonoma Avenue:** An underground percolation basin on the east side of Canyon Del Rey Boulevard just south of Sonoma Avenue would adequately drain the road, allow for landscaping, and reduce pollution to the lake. This portion of the Project Area is currently zoned for residential use, although a linear park is planned to be constructed in the first phase of the Project at this location. This potential percolation basin is of particular interest because there have been discussions of trying to divert more runoff into Laguna Grande, not less. Currently, water in Laguna Grande percolates, evaporates or slowly discharges to Monterey Bay through Roberts Lake, however if Laguna Grande were to be used as a future water supply source, the construction of percolation basins beneath the future linear park may need to be reconsidered.

- **Hotel Development:** Although not part of the current plans for the hotel development, a sixth percolation basin can be placed within the hotel development site near the corner of Elm Avenue and Del Monte Boulevard. There was no flooding identified near this location, but a percolation basin near the existing inlet would completely or substantially reduce the 100-year design storm runoff flows entering Roberts Lake. The necessity of this percolation basin faces similar issues as the basin along Canyon Del Rey Blvd.

The quantity, size, and location of the proposed percolation basins shown on the attached Stormwater figure are conceptual and intended to suggest general basin locations. The quantity, sizes and locations of these conceptual basins have not been rigorously estimated and are not presented to scale. Further engineering should be performed once specific Project redevelopment plans have been created to size any planned BMP or retention facilities. In particular, although the soil beneath the Project Area is likely conducive to constructing percolation basins, soil at each proposed basin location would need to be tested to verify a reliable percolation rate. Such site-specific testing for each proposed percolation basin would be necessary due to the potential of localized aquitards – impermeable soil layers – or other unfavorable soil characteristics affecting groundwater movement.

Storm Drainage – Project Costs

Table 5 below presents the expected storm drainage system improvement costs. Unit costs, either by foot (FT) or per item (EA), are given and based on previous experience in the area. The estimate includes six 'below grade' and zero 'at grade' percolation basins. At grade basins are more straightforward and less expensive to construct and maintain; on the other hand, they can be an economically and visually ineffective use of space. The exact costs, sizes and locations of the percolations basins are estimates.

Table 5: Storm Drainage System Improvement Costs

Description	*Quantity*	*Unit*	*Unit Cost*	*Cost*[1]
15" RCP in Trench w/Backfill*	100	FT	$130	$13,000
Catch Basins w/15" Laterals	4	EA	$5,000	$20,000
Sediment & Oil Trap	6	EA	$15,000	$90,000
Percolation Basin (below grade)	6	EA	$30,000	$180,000
Percolation Basin (at grade)	0	EA	$10,000	$0
Connection to Percolation Basin	6	EA	$3,000	$18,000
Remove Catchbasin + 60' of Pipe	1	EA	$3,000	$3,000
[1]Costs do not include road improvements, surveying, grading etc.			Subtotal =	$324,000
			10% Mobilization / Demobilization =	$32,400
			25% Contingency =	$81,000
			40% Engineering & Administration & Construction Management =	$129,600
			Storm Drainage System Improvements Costs =	**$567,000**

Other items within the cost estimate relate to the percolation basins. Expenses for inlets, pipe, traps and connections are included and approximate. Lastly, the inlet and attached 60-foot length of pipe near the existing intersection of Del Monte Blvd and Broadway Ave should be removed.

The cost estimate does not include costs of replacing the entire storm drain system and site specific landscaping. Similar to the sanitary sewer infrastructure, pipes, manholes, inlets, outlet and cleanouts all fail and decompose over time due to the harsh subterranean conditions. Upgrading these structures is not planned, however it would be easier to replace segments or large portions of the system during the upcoming redevelopment. Site specific landscaping on individual parcels purposed to reduce runoff is currently unknown and should be included in the developer's costs.

Infrastructure Construction Phasing

Two factors will mainly drive the phasing of the overall Project and the wet utility infrastructure – economics and water supply. The economics of the Project and its effects on phasing are beyond the scope of the water-resource utility evaluations. The effects of the available water supply, however, are critical to these evaluations. In fact, given events and politics of the past several years in the Monterey Peninsula, water supply will likely influence Project phasing more than any other single factor.

The companion *WSA* delves into a detailed phasing analysis of the Project with relation to water supply. As a summary of that discussion, it is projected that the City's Public Library and Parking Garage and parts of the early phases of the planned hotel development could proceed within the next five years given reasonable promises for water supply. A large-scale new water supply project would have to be developed and operational to meet the water demands of any large-scale redevelopment beyond five years. Such redevelopment would include the planned intensified usage along Broadway Avenue and Palm Avenue.

Aside from the water supply restriction, infrastructure improvements could proceed as necessary or as governing agency, such as the City or Cal-Am, has funding for such projects. For infrastructure improvements benefiting only or mostly redeveloped parcels, either the governing agency can implement such improvements and recover costs through appropriate improvement fees, or the developers can implement the infrastructure as part of the redevelopment projects and set up a reimbursement agreement with the governing agency.

In particular, the aging sewer infrastructure may require replacement or at least rehabilitation during Project development. As discussed further below, the governing utility agencies should coordinate any infrastructure work for the Project with other road and land redevelopment.

Infrastructure Coordination

It is important for the City, other public agencies, and private developers to coordinate the implementation of various elements of the Project, such as the wet utilities and redeveloped streetscapes, as well as to coordinate the Project development with other internal or external projects that directly or indirectly affect the Project Area. Such coordina-

tion minimizes infrastructure construction costs and the disturbance of the public through service shut downs, noise, road detours, etc.

Internal projects would include road improvements – especially the realignment of the Broadway Avenue and Del Monte Boulevard intersection – and the various Project developments themselves, which may be built by different developers.

External projects may be City-run projects or those run by other agencies or actors. Examples of City-run projects include the revised SSMP currently under development and any associated storm drain improvements and the sanitary sewer condition assessments and rehabilitations. Examples of external projects by others include the Plan Line redevelopment of Canyon Del Rey Boulevard by the City and MPWMD's potential installation of a desalination transmission pipeline through downtown Seaside possibly along Del Monte Blvd or Fremont Blvd from the Sand City desalination plant.

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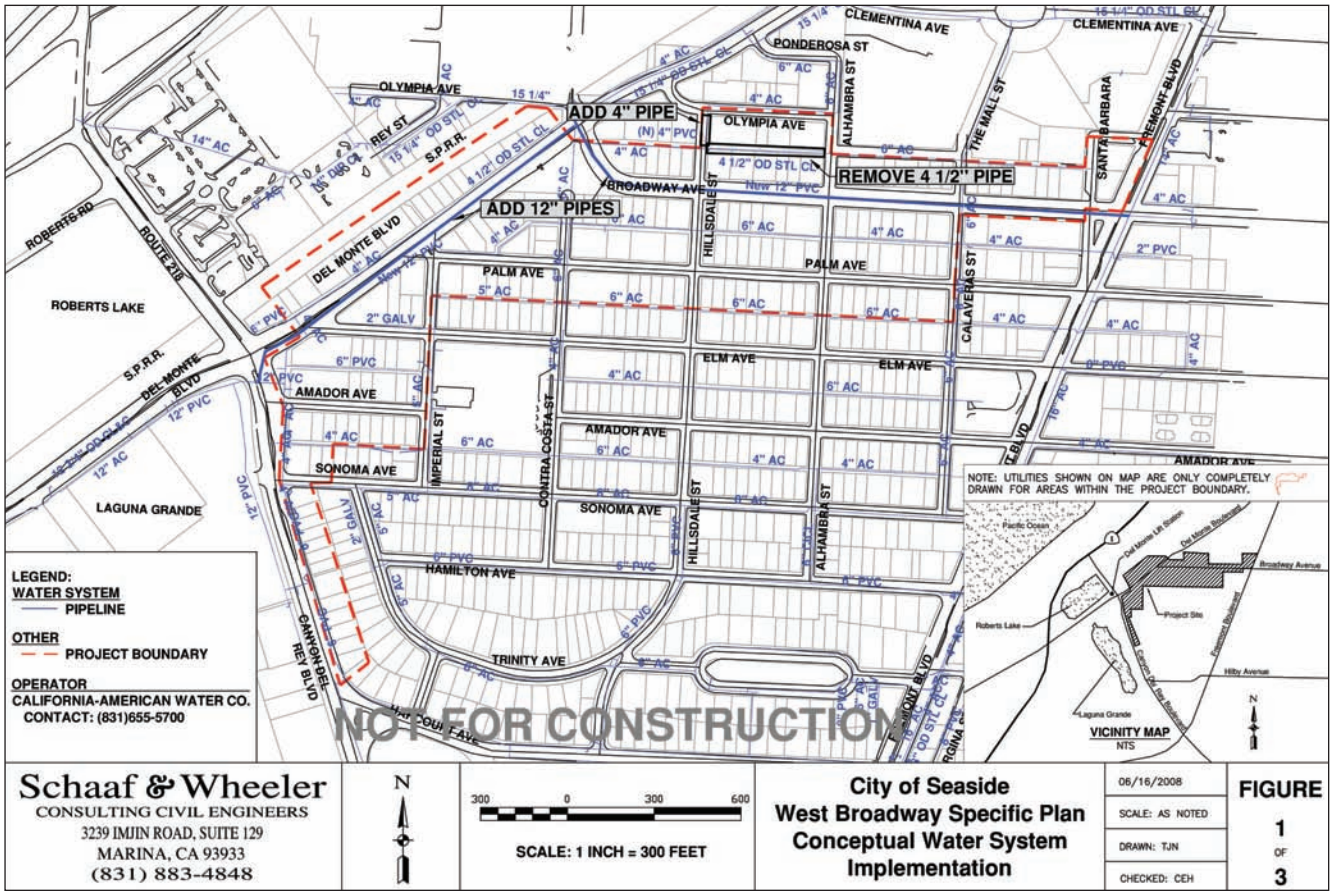
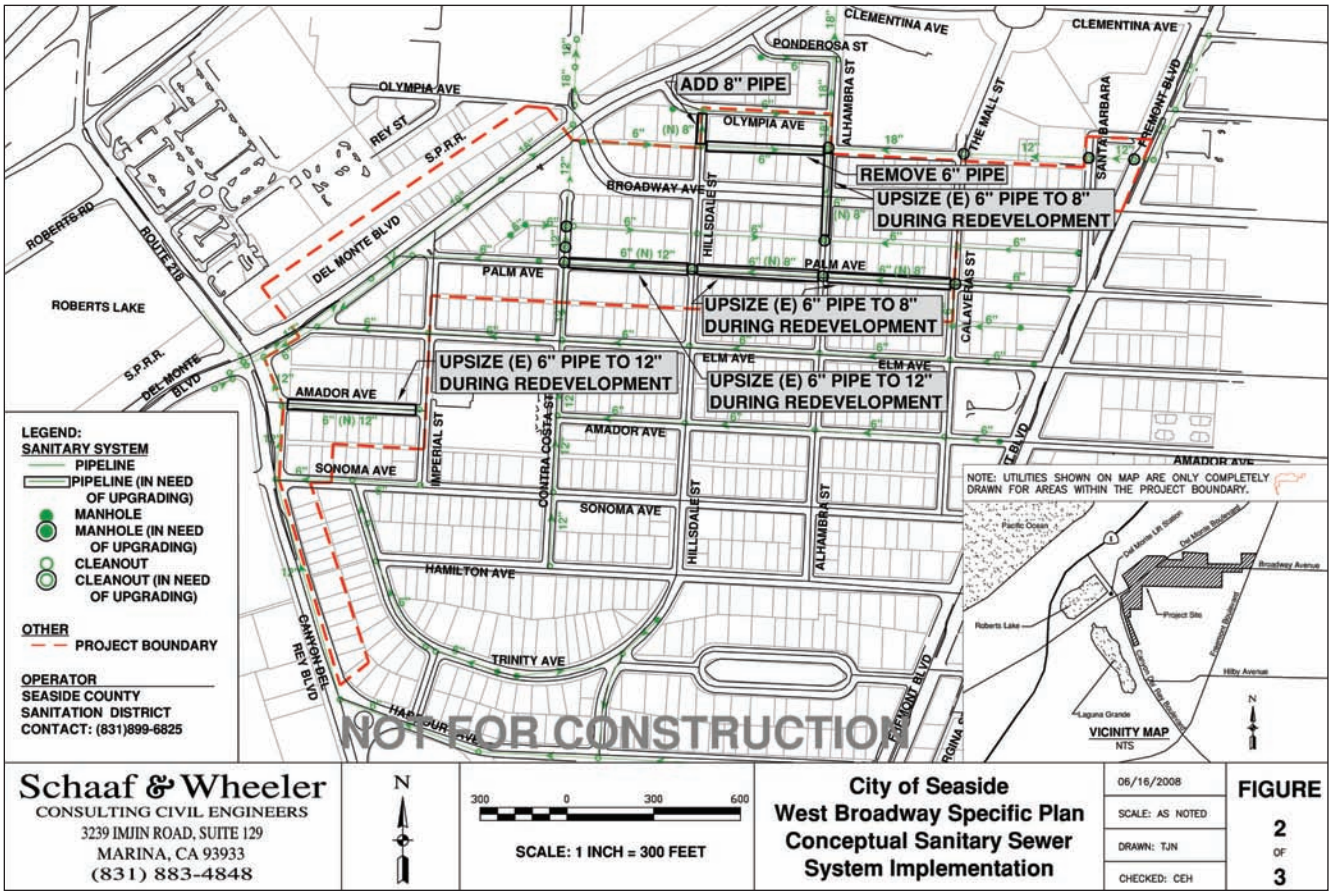

ADD 4" PIPE
REMOVE 4 1/2" PIPE
ADD 12" PIPES
OLYMPIA AVE
CLEMENTINA AVE
PONDEROSA ST
BROADWAY AVE
PALM AVE
ELM AVE
AMADOR AVE
SONOMA AVE
HAMILTON AVE
TRINITY AVE
HILLSDALE ST
ALHAMBRA ST
CALAVERAS ST
IMPERIAL ST
CONTRA COSTA ST
DEL MONTE BLVD
ROBERTS RD
ROUTE 218
ROBERTS LAKE
LAGUNA GRANDE
S.P.R.R.
REY ST
CANYON DEL REY BLVD
THE MALL ST
SANTA BARBARA
FREMONT BLVD
LEGEND:
WATER SYSTEM
PIPELINE
OTHER
PROJECT BOUNDARY
OPERATOR
CALIFORNIA-AMERICAN WATER CO.
CONTACT: (831)655-5700
NOTE: UTILITIES SHOWN ON MAP ARE ONLY COMPLETELY DRAWN FOR AREAS WITHIN THE PROJECT BOUNDARY.
VICINITY MAP
NTS
NOT FOR CONSTRUCTION
Schaaf & Wheeler
CONSULTING CIVIL ENGINEERS
3239 IMJIN ROAD, SUITE 129
MARINA, CA 93933
(831) 883-4848
N
300 0 300 600
SCALE: 1 INCH = 300 FEET
City of Seaside
West Broadway Specific Plan
Conceptual Water System
Implementation
06/16/2008
SCALE: AS NOTED
DRAWN: TJN
CHECKED: CEH
FIGURE
1
OF
3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REMOVE 6" PIPE
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UPSIZE (E) 6" PIPE TO 8" DURING REDEVELOPMENT
UPSIZE (E) 6" PIPE TO 12" DURING REDEVELOPMENT
UPSIZE (E) 6" PIPE TO 12" DURING REDEVELOPMENT
CLEMENTINA AVE
PONDEROSA ST
OLYMPIA AVE
REY ST
S.P.R.R.
DEL MONTE BLVD
ROBERTS RD
ROUTE 218
ROBERTS LAKE
BROADWAY AVE
HILLSDALE ST
ALHAMBRA ST
THE MALL ST
SANTA BARBARA
FREMONT BLVD
PALM AVE
CALVERAS ST
ELM AVE
AMADOR AVE
SONOMA AVE
IMPERIAL ST
CONTRA COSTA ST
HAMILTON AVE
TRINITY AVE
CANYON DEL REY BLVD
FREMONT BLVD
NOT FOR CONSTRUCTION
LEGEND:
SANITARY SYSTEM
PIPELINE
PIPELINE (IN NEED OF UPGRADING)
MANHOLE
MANHOLE (IN NEED OF UPGRADING)
CLEANOUT
CLEANOUT (IN NEED OF UPGRADING)
OTHER
PROJECT BOUNDARY
OPERATOR
SEASIDE COUNTY SANITATION DISTRICT
CONTACT: (831)899-6825
NOTE: UTILITIES SHOWN ON MAP ARE ONLY COMPLETELY DRAWN FOR AREAS WITHIN THE PROJECT BOUNDARY.
VICINITY MAP
NTS
Schaaf & Wheeler
CONSULTING CIVIL ENGINEERS
3239 IMJIN ROAD, SUITE 129
MARINA, CA 93933
(831) 883-4848
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SCALE: 1 INCH = 300 FEET
City of Seaside
West Broadway Specific Plan
Conceptual Sanitary Sewer System Implementation
06/16/2008
SCALE: AS NOTED
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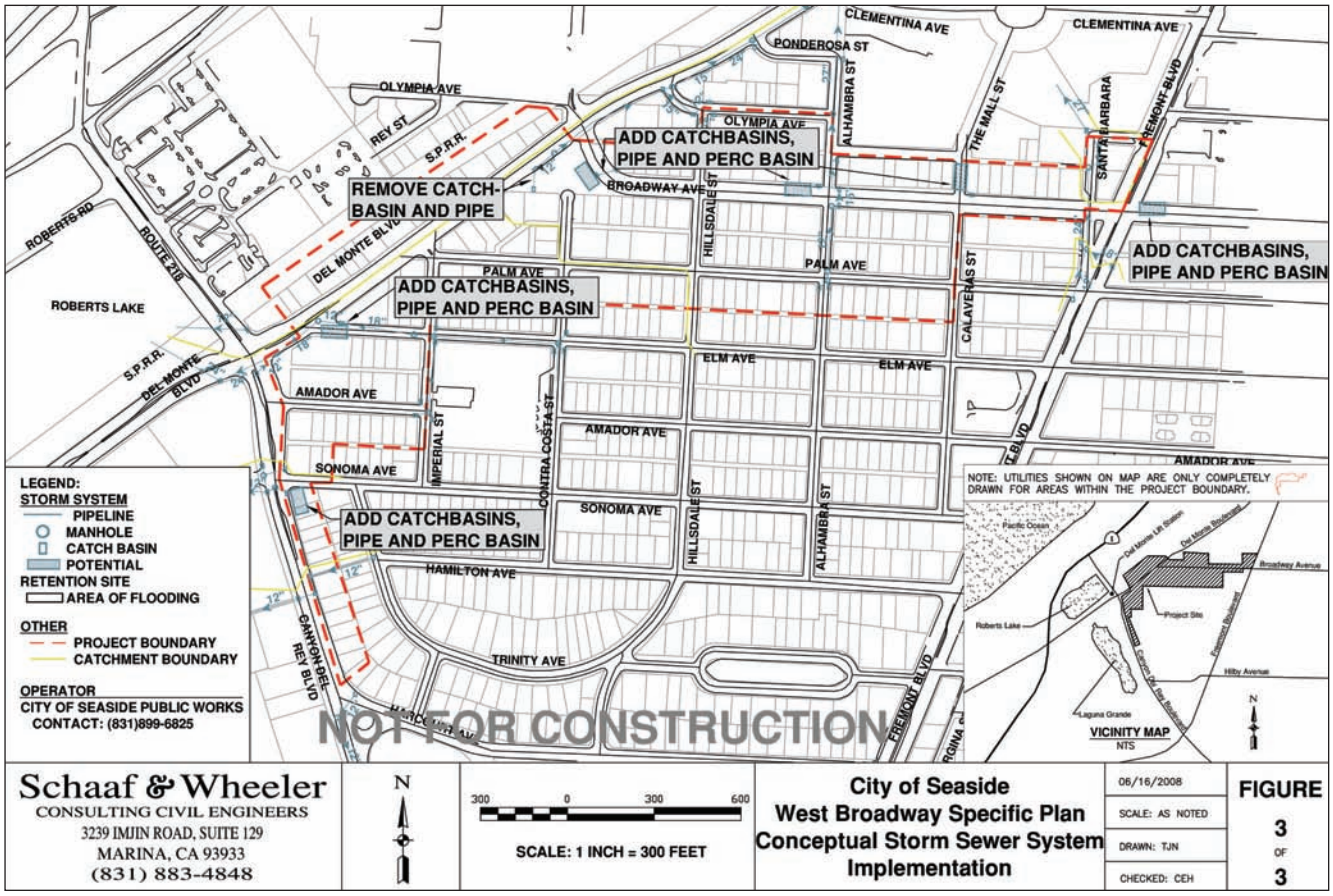
CHECKED: CEH
FIGURE
2
OF
3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ADD CATCHBASINS, PIPE AND PERC BASIN
ADD CATCHBASINS, PIPE AND PERC BASIN
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OLYMPIA AVE
REY ST
S.P.R.R.
DEL MONTE BLVD
ROBERTS RD
ROUTE 218
ROBERTS LAKE
PONDEROSA ST
CLEMENTINA AVE
ALHAMBRA ST
THE MALL ST
SANTA BARBARA
FREMONT BLVD
BROADWAY AVE
HILLSDALE ST
PALM AVE
CALAVERAS ST
ELM AVE
AMADOR AVE
IMPERIAL ST
CONTRA COSTA ST
SONOMA AVE
HAMILTON AVE
TRINITY AVE
CANYON DEL REY BLVD
FREMONT BLVD
LEGEND:
STORM SYSTEM
PIPELINE
MANHOLE
CATCH BASIN
POTENTIAL
RETENTION SITE
AREA OF FLOODING
OTHER
PROJECT BOUNDARY
CATCHMENT BOUNDARY
OPERATOR
CITY OF SEASIDE PUBLIC WORKS
CONTACT: (831)899-6825
NOT FOR CONSTRUCTION
NOTE: UTILITIES SHOWN ON MAP ARE ONLY COMPLETELY DRAWN FOR AREAS WITHIN THE PROJECT BOUNDARY.
VICINITY MAP
NTS
Schaaf & Wheeler
CONSULTING CIVIL ENGINEERS
3239 IMJIN ROAD, SUITE 129
MARINA, CA 93933
(831) 883-4848
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300 0 300 600
SCALE: 1 INCH = 300 FEET
City of Seaside
West Broadway Specific Plan
Conceptual Storm Sewer System
Implementation
06/16/2008
SCALE: AS NOTED
DRAWN: TJN
CHECKED: CEH
FIGURE
3
OF
3

FISCAL ANALYSIS: APPENDIX D

This memorandum sets forth the findings from BAE's analysis of the fiscal benefits (redevelopment tax increment, sales tax, transit occupancy tax) that would be created by the development allowed by the draft West Broadway Avenue Specific Plan. It also provides projections for the permanent new employment that would be created by the plan, as well as a qualitative assessment of those jobs.

Key Findings

Table 1 summarizes the projected fiscal and economic benefits:

Table 1: Summary of Economic Benefits, W. Broadway Specific Plan

Development Program, All Phases (a)	
Mixed-Use - Retail Sq. Ft.	144,560
Mixed-Use - Office Sq. Ft.	98,160
Residential Dwelling Units (Mixed-Use + Multifamily)	395
Hotel Rooms	80
New Library - Sq. Ft.	20,000
Fiscal Revenues	
Redevelopment Sources	
New Redevelopment Tax Increment - Annual at Year 10 (b)	$450,180
General Fund Receipts	
New Sales Tax Revenue - Annual at Build Out (c)	$407,000
New Transit Occupancy Tax - Annual at Build Out (d)	$307,000
	$714,000
New Permanent Employment (d)	
New Retail Employment	580
New Office Employment	390
New Hotel Employment	30
New Library Employment	10
	1,010

(a) Development projection based on 80% of allowed new development.
(b) West Broadway Urban Village Project Area only - see text for further explanation.
(c) Assumes 75% retail sales taxable at average of $375/sq.ft./yr.
(d) Based on average employment densities per 1,000 sq.ft: retail and office = 4; limited service hotel per IMPLAN multiplier; library based on standard of .3 FTE per 1,000 residents.

Sources: DC&E; HdL Coren and Cone; BAE, 2008.

This means that at full Plan build out, the City's General Fund will receive a total ongoing annual increase of slightly more than $700,000 (in 2008 dollars).

The Redevelopment Tax Increment at Year 10 of Plan implementation from the new development provided by the Plan is projected at slightly more than $450,000 per year. This amount of increment would finance approximately $5 million in bonds or other debt service to finance improvement costs. Depending upon final public improvement plans and costs, other Project Area funds may need to be used to finance improvements, catalyst projects to stimulate development interest, and so on. Increment would continue to grow over time, and a year-by-year breakdown is appended to this memorandum.

Total new permanent employment associated with Plan uses is just over 1,000 new jobs. The two largest sources of employment will be new office and retail uses. Retail employment, with projected approximately 580 new permanent jobs, will offer opportunities for full-time and part-time employment well suited to second wage earners in households, youth, and others, however it will offer limited opportunities for higher wage or higher skill employment.

Office employment will provide approximately 390 new jobs. This will provide a broader range of opportunities, from administrative work to more skilled professional positions. The ultimate mix of positions will depend upon the specific mix of office tenants that locate in new office spaces.

Hotel employment is relatively modest, reflecting an assumed mid-range limited service hotel (such as a Hilton Garden Inn). Most of this employment would be service-related employment. To the extent a future hotel includes food service, or occupies a more expensive market segment, total employment would rise.

In addition to the direct economic benefit associated with new payrolls, new employers will also make direct purchases for goods and services in the local area, and new employees will make retail purchases and other expenditures. While a significant portion of these "multiplier" expenditures will occur in Seaside, a large portion of it will occur elsewhere in the Monterey Peninsula area, County, State and beyond. It is not possible to develop a methodologically valid estimate of how much of this expenditure would occur just in Seaside because of the limitations of available econometric models.

Methodology

Several steps were involved in creating this estimate of economic impact, including:

- The development program was formulated by DC&E; pursuant to its discussions with the City, the assumed amount of development is 80 percent of the amount allowed by the Plan. This reflects the fact that development almost never reaches Plan limits, and a larger amount of allowed development is needed to ensure sufficient availability of development sites, since not all property owners will be willing to sell their sites for new development.

- Tax increment projections were prepared by the City's consultant, HdL Coren & Cone, based on assumptions provided by BAE on the assessed value of future new development. The City has numerous Redevelopment Project Areas in the Downtown area, and the Plan study area includes portions of four separate project areas, although the vast majority of new development is in the West Broadway Urban Village project area.

  Because of the extraordinary complexity of multiple project areas with different expiration dates, etc., the tax increment analysis assumed that the development occurs in West Broadway Urban Village and Laguna Grande Project Areas (the latter roughly corresponds to the west side of Del Monte Avenue). However, the Laguna Grande Project Area's ability to expend tax increment expires in 2011, and the ability to repay debt supported by new tax increment expires in 2013. Therefore, a more conservative assumption was made to only include potential increment from the West Broadway Urban Village Project Area. HdL also made certain simplifying assumptions on payments of "pass-through" payments to other taxing entities that are consistent with current practice.

- General Fund estimates were made by BAE. Sales tax proceeds assume that 75 percent of new retail sales will be taxable (with the other 25 percent including non-taxable services and non-taxable retail goods, such as takeout food and grocery, health-related items, and so on), and that average retail sales will be $375 per square foot.

- Transit-occupancy tax estimates are based on an Average Daily Rate of $125, average annual occupancy of 70 percent, and the City's 12 percent Transit Occupancy Tax rate. The rate assumption is consistent with the rates achieved by other mid-level limited service hotels in the local market area. This type of facility was selected as the one having the greatest likelihood for the Plan area, given plans for luxury hotel development elsewhere in Seaside and the region, and current market potential.

- Employment projections were developed using typical ratios for employment densities. Actual retail employment will vary by type of retail. Hotel employment was generated using an economic multiplier for lodging from the IMPLAN model. Library employment was based on library standards published by the State of Georgia (no such figures are available from the State of California).

Limiting Conditions

The figures provided in this memorandum represent a best available estimate based on the identified development program and typical economic and fiscal benefit methodologies. They are, however, subject to considerable variation based on changes in development program, the ultimate mix of businesses occupying space, changes in economic conditions, and other factors identified in the findings and methodology section of this memorandum. More detailed analysis of the economic and fiscal benefits for a particular project should be undertaken before relying upon estimates for decisions to approve the project or provide assistance to it.

Seaside West Broadway Specific Plan - W. BROADWAY URBAN VILLAGE PROJECT AREA

4/30/08

	FMV per sf/du 2008	Phase 1 2010 - 2014	Phase 2 2015 - 2024	Phase 3 2025 - 2029	Total
New Development					
Mixed-Use - Retail sf	$373	23,580	51,380	46,400	121,360
Mixed-Use - Office sf	$373	15,380	26,880	0	42,260
Mixed-Use - Residential du	$372,000	98	46	91	236
Multifamily Residential du	$372,000	11	49	99	159
Hotel Rooms	$97,820	0	80	0	80
Total du		110	95	190	395
Total sf		38,960	78,260	46,400	163,620
Total Assessed Value Added		**$55,316,267**	**$72,457,067**	**$88,151,467**	**$215,924,800**

Above does not include 20,000 sf for new library (public use).

Existing Improvements to be Demolished (a)					
Commercial sf	$200	15,760	72,580	99,840	188,180
Industrial sf	$150	0	10,800	0	10,800
Residential du	$300,000	14	15	38	67
Total du		14	15	38	67
Total sf		15,760	83,380	99,840	198,980
Total FMV Demolished Properties		**$7,472,000**	**$20,696,000**	**$31,248,000**	**$59,416,000**
Estimated Current Assessed Value		**$5,861,737**	**$16,235,883**	**$24,513,861**	**$46,611,481**
NET CHANGE IN ASSESSED VALUE		**$49,454,529**	**$56,221,184**	**$63,637,606**	**$169,313,319**
Average per Year		**$9,890,906**	**$5,622,118**	**$12,727,521**	**$8,465,666**

Above does not include removal of public or non-profit (exempt) properties.

sf = square feet
du = dwelling units

(a) Assumptions for calculation of assessed value of existing properties:
7% current dollar annual increase in value.
10 year holding period; average length of holding = 5 years.
Annual Prop.13 increase = 2%
Factor to correct FMV to Assessed Val 78%

Sources: DC&E; BAE, 2008.

Seaside West Broadway Specific Plan - LAGUNA GRANDE PROJECT AREA

4/30/08

	FMV per sf/du 2008	Phase 1 2010 - 2014	Phase 2 2015 - 2024	Phase 3 2025 - 2029	Total
New Development					
Mixed-Use - Retail sf	$373	4,500	18,700	0	23,200
Mixed-Use - Office sf	$373	12,700	43,200	0	55,900
Mixed-Use - Residential du	$372,000	0	0	0	0
Multifamily Residential du	$372,000	0	0	0	0
Hotel Rooms	$97,820	0	0	0	0
Total du		0	0	0	0
Total sf		17,200	61,900	0	79,100
Total Assessed Value Added		**$6,421,333**	**$23,109,333**	**$0**	**$29,530,667**
Above does not include 20,000 sf for new library (public use).					
Existing Improvements to be Demolished (a)					
Commercial sf	$200	8,000	27,100	0	35,100
Industrial sf	$150	0	0	0	0
Residential du	$300,000	0	0	0	0
Total du		0	0	0	0
Total sf		8,000	27,100	0	35,100
Total FMV Demolished Properties		**$1,600,000**	**$5,420,000**	**$0**	**$7,020,000**
Estimated Current Assessed Value		**$1,255,190**	**$4,251,956**	**$0**	**$5,507,146**
NET CHANGE IN ASSESSED VALUE		**$5,166,143**	**$18,857,377**	**$0**	**$24,023,521**
Average per Year		**$1,033,229**	**$1,885,738**	**$0**	**$1,201,176**

Above does not include removal of public or non-profit (exempt) properties.

sf = square feet
du = dwelling units

(a) Assumptions for calculation of assessed value of existing properties:
7% current dollar annual increase in value.
10 year holding period; average length of holding = 5 years.
Annual Prop.13 increase = 2%
Factor to correct FMV to Assessed Val 78%

Sources: DC&E; BAE, 2008.

Redevelopment Agency of the City of Seaside
West Broadway Urban Village Revitalization Area Redevelopment Project
Projection of Incremental Taxable Value & Tax Increment Revenue

05/09/08

Table 2

Taxable Values (1)		**2007-08**	**2008-09**	**2009-10**	**2010-11**	**2011-12**	**2012-13**	**2013-14**	**2014-15**	**2015-16**	**2016-17**
Real Property (2)		0	0	0	0	9,890,906	19,979,630	30,270,129	40,766,437	51,472,672	58,124,243
Personal Property (3)		0	0	0	0	0	0	0	0	0	0
Total Projected Value		**0**	**0**	**0**	**0**	**9,890,906**	**19,979,630**	**30,270,129**	**40,766,437**	**51,472,672**	**58,124,243**
Taxable Value over Base	**0**	**0**	**0**	**0**	**0**	**9,890,906**	**19,979,630**	**30,270,129**	**40,766,437**	**51,472,672**	**58,124,243**
Gross Tax Increment Revenue (4)		0	0	0	0	98,909	199,796	302,701	407,664	514,727	581,242
Unitary Tax Revenue		0	0	0	0	0	0	0	0	0	0
Gross Revenues		**0**	**0**	**0**	**0**	**98,909**	**199,796**	**302,701**	**407,664**	**514,727**	**581,242**
LESS:											
SB 2557 Admin. Fee (5)		0	0	0	0	(630)	(1,272)	(1,927)	(2,596)	(3,278)	(3,701)
Housing Set Aside Requirement (6)		0	0	0	0	(19,782)	(39,959)	(60,540)	(81,533)	(102,945)	(116,248)
Tax Sharing Payments											
Monterey County (7)		0	0	0	0	(22,383)	(45,213)	(68,500)	(92,252)	(116,480)	(131,532)
Monterey County Library (7)		0	0	0	0	(2,065)	(4,172)	(6,321)	(8,513)	(10,749)	(12,138)
Monterey Peninsula Unified School District (8)		0	0	0	0	0	0	0	0	0	0
Monterey County Office of Education (9)		0	0	0	0	0	0	0	0	0	0
Seaside County Sanitation District (10)		0	0	0	0	(1,841)	(3,719)	(5,635)	(7,589)	(9,581)	(10,820)
No. Salinas Valley Mosquito Abatement District (11)		0	0	0	0	(486)	(981)	(1,486)	(2,001)	(2,527)	(2,854)
Tax Revenues		**0**	**0**	**0**	**0**	**51,723**	**104,480**	**158,292**	**213,180**	**269,167**	**303,950**

(1) Taxable values as estimated by Bay Area Economics.
(2) Real property consists of land and improvements. Increased for inflation 2% annually. Development value from the Specific Plan is added per estimates from Bay Area Economics (see Table 5).
(3) No Personal property value is estimated from Specific Plan.
(4) Projected Gross Tax Increment is based upon incremental taxable values factored against an assumed Project tax rate and adjusted for any indebtedness approved by voters after 1988. The tax rate is assumed to remain constant at $1.00 per $100 of taxable value.
(5) County Administration fee is estimated at 0.64% of Gross Revenue.
(6) Housing Set Aside is calculated at 20% of Gross Revenue.
(7) Monterey County General Fund (22.63%) and Library (2.09%) receive the lesser of 80% of their shares of general levy revenue from 9% growth on the Project Area's base year value or their shares of the Project Area's general levy tax increment revenue. The County & Library have the ability to elect to receive the lessor of 100% of its share of general levy revenue from 9% growth or annual tax increment revenue. We have assumed that the County & Library have elected to receive 100% of their shares. For purposes of this projection the County and Library payments are estimated at their share of Specific Plan revenues.
(8) Monterey Peninsula Unified School District receives its share (40.25%) of general levy revenue on inflationary growth of base year real property value. These payments are not reflected. Amounts paid by Agency are not related to Specific Plan values.
(9) Monterey County Office of Educations receives $5,000 in each fiscal year beginning in 1996-97 and continuing through 2010-11. Beginning in 2011-12 and continuing for the life of the Project Area the Disctrict receives $10,000 annually. In any year where Agency revenues exceed $4,819,285, the District will not receive the fixed amount payments but will receive 32% of the Supt. Share (2.45%) of general levy revenue. In no year will the Superintendent receive more than would have been receive absent the Project Area. These payments are not reflected. Amounts paid by Agency are not related to Specific Plan values.
(10) Seaside County Sanitation District receives 97.5% of its share (2.39%) of general levy tax increment net of Housing Set-Aside.
(11) Northern Salinas Valley Mosquito Abatement District receives 64% of its share (0.767%) of general levy revenue.

Qualifications: The above projection of tax increment is based upon the tax levy. Actual receipts will vary due to delinquencies, roll changes, tax refunds, and other factors. No consideration has been given for new development, demolition, or potential assessment appeals. The projection is preliminary and presented for discussion purposes only.
Note: This report is not to be used in support of debt issuance without the written consent of HdL Coren and Cone.

TI Projections/Seaside/07ti - Seaside West Broadway Specific Plan Model 5-9-08 Project Value Only

Redevelopment Agency of the City of Seaside
West Broadway Urban Village Revitalization Area Redevelopment Project
PROJECTION OF INCREMENTAL VALUE AND TAX INCREMENT REVENUE

05/09/08

Table 3

		Total Taxable Value	Gross Tax Revenue	SB 2557 Charge	Housing Set-Aside	Pass-Throughs Agreements	Net Tax Revenues
1	2007-08	0	**0**	0	0	0	**0**
2	2008-09	0	**0**	0	0	0	**0**
3	2009-10	0	**0**	0	0	0	**0**
4	2010-11	0	**0**	0	0	0	**0**
5	2011-12	9,890,906	**98,909**	(630)	(19,782)	(26,775)	**51,723**
6	2012-13	19,979,630	**199,796**	(1,272)	(39,959)	(54,085)	**104,480**
7	2013-14	30,270,129	**302,701**	(1,927)	(60,540)	(81,942)	**158,292**
8	2014-15	40,766,437	**407,664**	(2,596)	(81,533)	(110,355)	**213,180**
9	2015-16	51,472,672	**514,727**	(3,278)	(102,945)	(139,337)	**269,167**
10	2016-17	58,124,243	**581,242**	(3,701)	(116,248)	(157,343)	**303,950**
11	2017-18	64,908,846	**649,088**	(4,133)	(129,818)	(175,709)	**339,429**
12	2018-19	71,829,141	**718,291**	(4,574)	(143,658)	(194,442)	**375,617**
13	2019-20	78,887,842	**788,878**	(5,023)	(157,776)	(213,550)	**412,529**
14	2020-21	86,087,717	**860,877**	(5,482)	(172,175)	(233,040)	**450,180**
15	2021-22	93,431,589	**934,316**	(5,949)	(186,863)	(252,920)	**488,583**
16	2022-23	100,922,339	**1,009,223**	(6,426)	(201,845)	(273,198)	**527,754**
17	2023-24	108,562,904	**1,085,629**	(6,913)	(217,126)	(293,881)	**567,709**
18	2024-25	116,356,280	**1,163,563**	(7,409)	(232,713)	(314,978)	**608,463**
19	2025-26	124,305,524	**1,243,055**	(7,915)	(248,611)	(336,496)	**650,032**
20	2026-27	139,519,155	**1,395,192**	(8,884)	(279,038)	(377,680)	**729,589**
21	2027-28	155,037,059	**1,550,371**	(9,872)	(310,074)	(419,687)	**810,737**
22	2028-29	170,865,321	**1,708,653**	(10,880)	(341,731)	(462,534)	**893,508**
23	2029-30	187,010,149	**1,870,101**	(11,908)	(374,020)	(506,239)	**977,935**
24	2030-31	203,477,873	**2,034,779**	(12,957)	(406,956)	(550,817)	**1,064,049**
25	2031-32	207,547,430	**2,075,474**	(13,216)	(415,095)	(561,833)	**1,085,330**
26	2032-33	211,698,379	**2,116,984**	(13,480)	(423,397)	(573,070)	**1,107,037**
27	2033-34	215,932,346	**2,159,323**	(13,750)	(431,865)	(584,531)	**1,129,178**
28	2034-35	220,250,993	**2,202,510**	(14,025)	(440,502)	(596,222)	**1,151,761**
29	2035-36	224,656,013	**2,246,560**	(14,305)	(449,312)	(608,146)	**1,174,797**
30	2036-37	229,149,133	**2,291,491**	(14,591)	(458,298)	(620,309)	**1,198,293**
31	2037-38	233,732,116	**2,337,321**	(14,883)	(467,464)	(632,716)	**1,222,258**
32	2038-39	238,406,758	**2,384,068**	(15,181)	(476,814)	(645,370)	**1,246,704**
33	2039-40	243,174,894	**2,431,749**	(15,484)	(486,350)	(658,277)	**1,271,638**
34	2040-41	248,038,391	**2,480,384**	(15,794)	(496,077)	(671,443)	**1,297,070**
			41,842,922	(266,437)	(8,368,584)	(11,326,927)	**21,880,973**

TI Projections/Seaside/07ti - Seaside West Broadway Specific Plan Model 5-9-08 Project Value Only

Redevelopment Agency of the City of Seaside
West Broadway Urban Village Revitalization Area Redevelopment Project
New Development
Table 4

05/09/08

REAL	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Phase 1 Value Addition	0	0	0	0	9,890,906	9,890,906	9,890,906	9,890,906	9,890,906	0	0	0
Phase 2 Value Addition	0	0	0	0	0	0	0	0	0	5,622,118	5,622,118	5,622,118
Phase 3 Value Additions	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0
Total Real Property	**0**	**0**	**0**	**0**	**9,890,906**	**9,890,906**	**9,890,906**	**9,890,906**	**9,890,906**	**5,622,118**	**5,622,118**	**5,622,118**

REAL	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30	2030-31
Phase 1 Value Addition	0	0	0	0	0	0	0	0	0	0	0	0
Phase 2 Value Addition	5,622,118	5,622,118	5,622,118	5,622,118	5,622,118	5,622,118	5,622,118					
Phase 3 Value Additions	0	0	0	0	0	0	0	12,727,521	12,727,521	12,727,521	12,727,521	12,727,521
	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0
Total Real Property	**5,622,118**	**5,622,118**	**5,622,118**	**5,622,118**	**5,622,118**	**5,622,118**	**5,622,118**	**12,727,521**	**12,727,521**	**12,727,521**	**12,727,521**	**12,727,521**

TI Projections/Seaside/07ti - Seaside West Broadway Specific Plan Model 5-9-08 Project Value Only

Redevelopment Agency of the City of Seaside
Laguna Grande Redevelopment Project-Original
Projection of Incremental Taxable Value & Tax Increment Revenue

05/09/08

Table 5

Taxable Values (1)		2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Real Property (2)		0	0	0	0	1,033,229	2,087,123	3,162,094	4,258,565	5,376,965	7,370,243
Personal Property (3)		0	0	0	0	0	0	0	0	0	0
Total Projected Value		**0**	**0**	**0**	**0**	**1,033,229**	**2,087,123**	**3,162,094**	**4,258,565**	**5,376,965**	**7,370,243**
Taxable Value over Base	**0**	**0**	**0**	**0**	**0**	**1,033,229**	**2,087,123**	**3,162,094**	**4,258,565**	**5,376,965**	**7,370,243**
Gross Tax Increment Revenue (4)		0	0	0	0	10,332	20,871	31,621	42,586	53,770	73,702
Unitary Tax Revenue		0	0	0	0	0	0	0	0	0	0
Gross Revenues		**0**	**0**	**0**	**0**	**10,332**	**20,871**	**31,621**	**42,586**	**53,770**	**73,702**
LESS:											
SB 2557 Admin. Fee (5)		0	0	0	0	(77)	(156)	(237)	(319)	(402)	(552)
Housing Set Aside Requirement (6)		0	0	0	0	(2,066)	(4,174)	(6,324)	(8,517)	(10,754)	(14,740)
Statutory Tax Sharing Payments Tier 1 (7)		0	0	0	0	(2,066)	(4,174)	0	0	0	0
Statutory Tax Sharing Payments Tier 2 (7)		0	0	0	0	0	0	0	0	0	0
Tax Revenues		**0**	**0**	**0**	**0**	**6,122**	**12,367**	**25,060**	**33,750**	**42,613**	**58,410**

(1) Taxable values as estimated by Bay Area Economics.
(2) Real property consists of land and improvements. Increased for inflation 2% annually. Development value from the Specific Plan is added per estimates from Bay Area Economics (see Table 5).
(3) No Personal property value is estimated from Specific Plan.
(4) Projected Gross Tax Increment is based upon incremental taxable values factored against an assumed Project tax rate and adjusted for any indebtedness approved by voters after 1988. The assumed tax rate is assumed to remain at $1.00 per $100 of taxable value.
(5) County Administration fee is estimated at 0.75% of Gross Revenue.
(6) Housing Set Aside is calculated at 20% of Gross Revenue.
(7) Due to plan amendments, AB 1290 tax sharing payments were initiated for 1998-99 and continue through the life of the plan. All Taxing Entities receive their shares of 25% of total tax increment revenue net of housing set aside. In addition, after year 10, Taxing Entities receive 21% of tax revenue on incremental value above the year 10 value net of housing set aside. After year 30, Taxing Entities also receive 14% of tax revenue on incremental value above the year 30 value net of housing set aside

Qualifications: The above projection of tax increment is based upon the tax levy. Actual receipts will vary due to delinquencies, roll changes, tax refunds, and other factors. No consideration has been given for new development, demolition, or potential assessment appeals. The projection is preliminary and presented for discussion purposes only

Note: This report is not to be used in support of debt issuance without the written consent of HdL Coren and Cone.

TI Projections/Seaside/07ti - Seaside West Broadway Specific Plan Model 5-9-08 Project Value Only

Redevelopment Agency of the City of Seaside
Laguna Grande Redevelopment Project-Original
PROJECTION OF INCREMENTAL VALUE AND TAX INCREMENT REVENUE

05/09/08

Table 6

		Total Taxable Value	Gross Tax Revenue	SB 2557 Charge	Housing Set-Aside	Statutory Tax Sharing Tier 1	Statutory Tax Sharing Tier 2	Net Tax Revenues
1	2007-08	0	**0**	0	0	0	0	**0**
2	2008-09	0	**0**	0	0	0	0	**0**
3	2009-10	0	**0**	0	0	0	0	**0**
4	2010-11	0	**0**	0	0	0	0	**0**
5	2011-12	1,033,229	**10,332**	(77)	(2,066)	(2,066)	0	**6,122**
6	2012-13	2,087,123	**20,871**	(156)	(4,174)	(4,174)	0	**12,367**
7	2013-14	3,162,094	**31,621**	(237)	(6,324)	0	0	**25,060**
8	2014-15	4,258,565	**42,586**	(319)	(8,517)			**33,750**
9	2015-16	5,376,965	**53,770**	(402)	(10,754)			**42,613**
10	2016-17	7,370,243	**73,702**	(552)	(14,740)			**58,410**
11	2017-18	9,403,385	**94,034**	(704)	(18,807)			**74,523**
12	2018-19	11,477,191	**114,772**	(859)	(22,954)			**90,958**
13	2019-20	13,592,473	**135,925**	(1,017)	(27,185)			**107,722**
14	2020-21	15,750,060	**157,501**	(1,179)	(31,500)			**124,822**
15	2021-22	17,950,800	**179,508**	(1,344)	(35,902)			**142,263**
16	2022-23	20,195,554	**201,956**	(1,512)	(40,391)			**160,053**
			1,116,577	(8,358)	(223,315)	(6,241)	0	**878,663**

TI Projections/Seaside/07ti - Seaside West Broadway Specific Plan Model 5-9-08 Project Value Only

Redevelopment Agency of the City of Seaside
Laguna Grande Redevelopment Project-Original
New Development

05/09/08

Table 7

REAL	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26
Phase 1 Value Addition	0	0	0	0	1,033,229	1,033,229	1,033,229	1,033,229	1,033,229	0	0	0	0	0	0	0	0	0	0
Phase 2 Value Addition	0	0	0	0	0	0	0	0	0	1,885,738	1,885,738	1,885,738	1,885,738	1,885,738	1,885,738	1,885,738	1,885,738	1,885,738	1,885,738
Phase 3 Value Additions	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Real Property	**0**	**0**	**0**	**0**	**1,033,229**	**1,033,229**	**1,033,229**	**1,033,229**	**1,033,229**	**1,885,738**	**1,885,738**	**1,885,738**	**1,885,738**	**1,885,738**	**1,885,738**	**1,885,738**	**1,885,738**	**1,885,738**	**1,033,229**

TI Projections/Seaside/07ti - Seaside West Broadway Specific Plan Model 5-9-08 Project Value Only

MAIN STREET™ APPROACH: APPENDIX E

Developed by the National Trust for Historic Preservation's National Main Street Center (www.mainstreet.org), the Main Street Approach emphasizes developing a non-profit community-based program of activities that organizes a district's comprehensive revitalization efforts into a four-point framework: Organization; Promotion; Design, including Cleanliness/Safety; and Economic Restructuring. This framework, and its heavy emphasis on *community* volunteer involvement, ensures the district's place as a vital economic, social and cultural center of an area.

While the lessons from Main Street are helpful to any community engaged in comprehensive commercial revitalization, organizing a formal Main Street Program is not suited to every city or neighborhood engaged in revitalization activities. The approach and philosophy must match the unique needs, organization, physical and social characteristics of the district. Main Street works best in districts that have an identifiable, cohesive, commercial district that has a central core, historic buildings and a dense critical mass of merchants and residents who are available to help with board and volunteer duties - especially fundraising. The community should also see the benefits of using the Main Street name, embracing Main Street's role as a historic preservation and heritage-based marketing tool and of benefiting from the Main Street Network of Communities which enables community stakeholders to meet and talk with members of similar communities facing similar challenges.

Data assembled from more than 1,600 districts by the National Main Street Center indicates that the Main Street approach leads to substantial reinvestment and new economic activity. The average Main Street district reports $9.5 million in new investment, 49 building improvements projects, 32 new business and 129 jobs. The Main Street approach is regarded as a proven and extremely successful economic development tool.

1. The Main Street™ Four Point Approach

The following four points represent the foundation of the Main Street approach:

- **ORGANIZATION** establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. Through these partnerships, the Main Street revitalization program is able to provide effective, ongoing management and advocacy of the district. Diverse groups from the public and private sectors (city government, banks, merchants, merchant organizations, civic associations, property owners, community leaders and others) work together to create and maintain a successful program.
- **ECONOMIC RESTRUCTURING** builds upon the district's existing economic base by retaining and expanding existing businesses to provide a balanced commercial mix. Unused or underutilized spaces can be rehabilitated for new, modern uses, and efforts are made to help area merchants hone their competitive and merchandising skills.
- **DESIGN** takes advantage of the visual opportunities inherent in the commercial district by directing attention to the improvement of all its physical elements: public and private buildings, store fronts, signs, public spaces, landscaping, merchandising, window displays, parking and traffic circulation. Its aim is to stress the importance of quality design in all of these areas, to educate people about design issues and to expedite design improvements in the district.
- **PROMOTION** takes many forms, but the goal is to rekindle community pride in the commercial district and change people's attitudes from negative to positive. Promotion increases sales through special retail events, brings new audiences to the district for festivals and celebrations, and builds the district's image through marketing campaigns. All of these activities serve not only to attract shoppers, but also to attract investors, developers and new businesses.

SAFETY AND CLEANLINESS is introduced into the Main Street model as the fifth point in urban communities that struggle to address real crime issues, not just minor ones that can be addressed through design efforts, or even perceived problems that can be tackled by promotional activities aimed at image enhancement. These safety and cleanliness concerns are "quality of life" issues that reflect the day-to-day, immediate concerns of merchants and residents.

They are problems people can relate to and are interested in and as such, they tend to draw in merchants and residents that might normally shy away from getting involved.

2. Fine-tuning the Model to Fit a Community's Needs

Given the unique characteristics and elements of every community, however, it is not always possible to implement the Main Street approach in absolute form. However, the Main Street approach still provides the best framework and guidelines for any community seeking accelerated and successful results. It may be necessary to adapt the model and to call on the resources provided by other revitalization programs, as exemplified below.

- Districts without critical mass may have to rely heavily on municipal programs or other economic development efforts to organize and implement the program or components thereof.
- Large urban downtown districts often enjoy the educational and networking opportunities provided by the International Downtown Association while smaller neighborhood districts can enjoy the educational and networking opportunities provided by the California Downtown Association.
- Many lower income urban and rural neighborhood commercial districts and the CDCs working in them utilize the services of the Local Initiatives Support Corporation (LISC) and its urban neighborhood districts networking forum.
- In California, a commercial district can become a member of CAMSA (CA Main Street Alliance) and take advantage of networking and educational opportunities without the certification requirement traditionally associated with the designation as a Main Street community.

B. The Eight Guiding Principles of Main Street

While the Main Street Four Point Approach™ provides the format for successful revitalization, the National Main Street Center stresses that implementation of the four-point approach is based on the following eight principles that pertain to all areas of the revitalization effort:

- **Comprehensive.** Commercial district revitalization is a complex process and cannot be accomplished through a single project. For successful and

lasting results, a comprehensive approach must be used. Working on all four points simultaneously in a holistic manner versus a piecemeal approach ensures sustainability.

- **Incremental.** Small projects and simple activities lead to a more sophisticated understanding of the revitalization process and help develop skills so that more complex problems can be addressed and more ambitious projects undertaken. Starting with small projects creates progress and momentum at the same time. It is important to have an action plan with specific tasks and timelines to benchmark and celebrate incremental successes.
- **Self-help.** Local leaders must have the desire and the will to make the project successful. City government, Main Street consultants, CAMSA, CDA, etc., provide funding, direction, ideas and training, but continued long-term success depends upon the involvement and commitment of the community.
- **Public/Private Partnership.** Both the public and private sectors have a vital interest in the economic health and physical stability of the district. Each sector has a role to play, and each must understand the other's strengths and limitations so that an effective partnership can be forged.
- **Identifying and Capitalizing on Existing Assets.** Business districts must capitalize on the assets that make them unique. Every district has unique qualities—like distinctive buildings and human scale that give people a sense of belonging or businesses that have become local institutions. Main Street cannot create new landmarks or institutions; existing local assets must serve as the foundation for all aspects of the revitalization program.
- **Quality.** Quality must be emphasized in every aspect of the revitalization program. This applies equally to each element of the program, from storefront design to promotional campaigns and educational programs.
- **Change.** Changes in attitude and practice are necessary to improve current economic conditions. Public support for change will build as the program grows.
- **Implementation-oriented.** Activity creates confidence in the program and even greater levels of participation. Frequent, visible changes are a reminder that the revitalization effort is under way. Small projects at the beginning of the program pave the way for larger activities as the revitalization effort matures.

C. California Main Street Status

The California Main Street program, housed in the State's Trade, Technology and Commerce Department, was disbanded amid the budget crisis in September 2003. This office provided invaluable technical assistance and administrative support for 37 certified communities from Eureka to San Diego. The program has been a model for, and its training has been open to, communities state-wide.

In an effort to continue this support, certified California Main Street communities, and communities active in the methodology, created the California Main Street Alliance (CAMSA). This volunteer-driven organization has an eleven-member Board of Directors representing communities from all over the state, and is currently providing network support to its members as the future of the State program remains in flux.

TRANSIT VILLAGE ACT CONSISTENCY: APPENDIX F

The West Broadway Urban Village Specific Plan has been prepared in accordance with the Transit Village Development Planning Act of 1994 (Government Code Section 65460 et seq.). As defined by this Act, a transit village development district includes "all land within not more than a quarter mile of the exterior boundary of the parcel on which is located a transit station." The transit village development district in the West Broadway Avenue area is mapped in Figure 1.

A. The West Broadway Urban Village

As prescribed by California Law, a City may prepare a transit village plan for a transit village development district that addresses up to eight characteristics. The West Broadway Urban Village Specific Plan includes text and diagrams that address the following characteristics of a transit village.

1. Be oriented around a transit station that is planned and designed to be attractive and convenient for residents, workers, shoppers and others.

The Specific Plan focuses on creating an inviting, pedestrian-oriented environment with strong pedestrian linkages between and along corridors toward the future multi-modal transit center. There will be clear pedestrian and bicycle pathways connecting the transit center to West Broadway Avenue and Del Monte Boulevard. A pedestrian paseo will provide access to the light rail or bus rapid transit line running along the Transportation Agency for Monterey County (TAMC) right-of-way behind the transit center.

2. Have a mix of housing types within not more than a quarter mile of the transit station.

The Specific Plan calls for the development of various housing types, for all income levels, within the Plan Area. These housing types include for-sale and rental apartment or condominium units along the West Broadway Avenue mixed-use corridor, and townhouses, live-work units, and one- and two-story single-family housing along Palm Avenue.

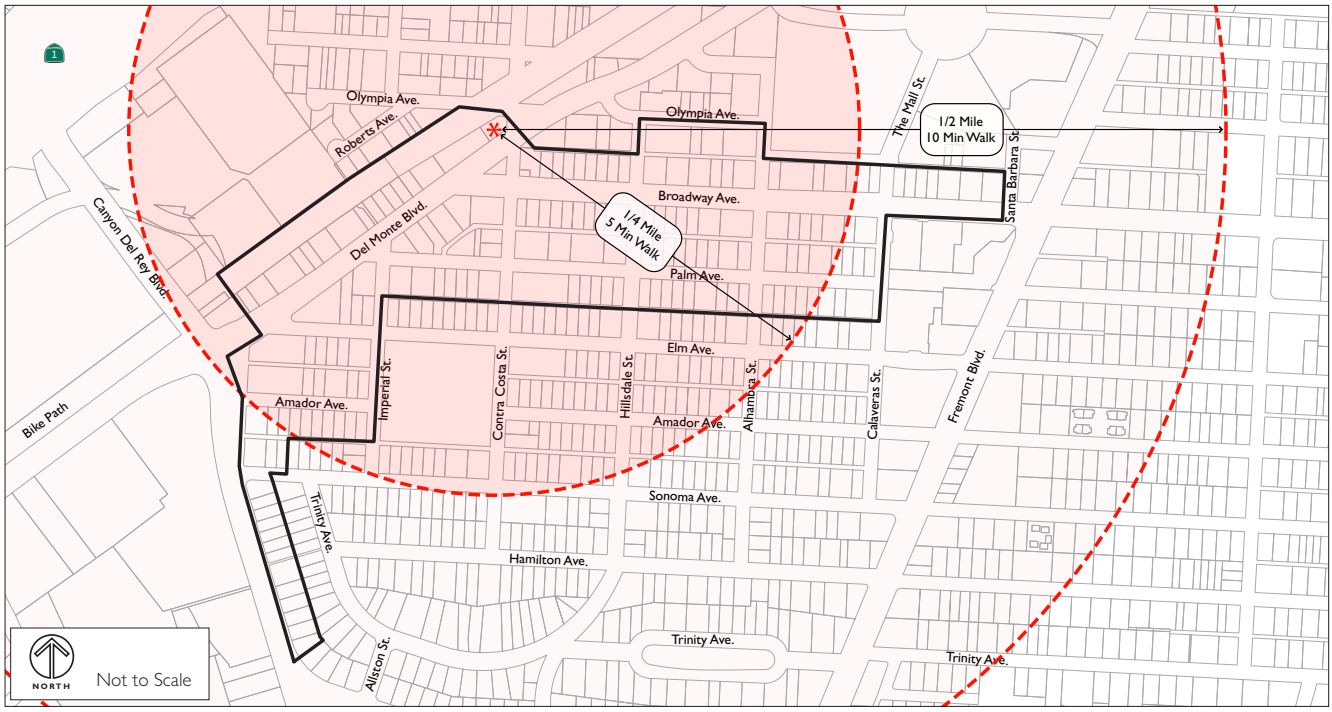

Figure F-1. Quarter-Mile Radius and Half-Mile Radius From Future Transit Center *(for illustrative purposes only)*

3. Have other land uses, including a retail district, oriented to the transit station and civic uses such as day care centers and libraries.

The Specific Plan calls for the creation of mixed-use corridors along West Broadway Avenue and Del Monte Boulevard for use by local families, regional residents and visitors. The retail, office, public and residential uses along these corridors are convenient destinations with access to and from the transit station. A major public/private catalyst project located one block from the transit center along West Broadway Avenue includes a public library, parking garage and residential and retail uses.

4. Offer well-designed and landscaped pedestrian and bicycle pathways to the transit station.

The Specific Plan encourages pedestrian-oriented development, creating strong pedestrian linkages that encourage accessibility and connections between West Broadway Avenue, Del Monte Boulevard and the transit station. Design guidelines and development standards in the Specific Plan outline the development of this pedestrian-oriented public realm, with continuous sidewalks,

frequent crosswalks, street medians, landscaping, and appropriate pedestrian and bicycle amenities, particularly along West Broadway Avenue. Bicycles are allowed and encouraged along all streets in the Specific Plan Area.

5. Have a transit system that encourages and facilitates intermodal service and accessibility by alternative modes of transportation.

Design guidelines described in the Specific Plan encourage the development of a transit station that is accessible by pedestrians, bicycles and buses. The transit station itself will accommodate multi-modal service, including bus bays for Monterey-Salinas Transit (MST) bus service, pedestrian drop-off and pick-up points, and bicycle parking facilities.

6. Demonstrate at least five public benefits beyond the increase in transit usage.

The West Broadway Urban Village Specific Plan includes the following:

- **An increased stock of affordable housing.** Policies in the Specific Plan require development of a variety of housing types for all income levels. Affordable housing development will be encouraged particularly within a quarter-mile of the future transit center. Because the Specific Plan Area is also located in the Merged Redevelopment Project Area, the City will coordinate with the Redevelopment Agency of the City of Seaside to increase the affordable housing stock within the Plan Area.
- **Live-travel options for groups needing transit access.** The Specific Plan encourages mixed-use and residential development, including housing for low-income households and seniors, within walking distance of the future transit center.
- **Promotion of infill development and natural resource preservation.** The Specific Plan includes policies that encourage the development of vacant and underutilized parcels within the Plan Area. It also enhances opportunities for views to the Monterey Bay and surrounding hills. Landscaping must be native, drought-resistant or drought-tolerant.
- **Promotion of a safe, attractive, pedestrian-friendly environment around transit stations.** Policies in the Specific Plan encourage the use of Crime Prevention Through Environmental Design (CPTED) principles which promote urban design that facilitates safe urban envi-

ronments. Design guidelines in the Specific Plan require and encourage attractive and pedestrian-friendly urban design practices for the West Broadway Urban Village.

- **Improved cost-effectiveness through the use of the existing infrastructure.** Policies in the Specific Plan encourage renovation and reuse of existing buildings, conservation of water, and would not require many improvements to the existing water, wastewater or storm drain infrastructure.

B. Findings of Consistency with the General Plan

Similar to the requirements of a specific plan, the recommendations and objectives of a transit village plan must be consistent with the general plan. The West Broadway Urban Village Specific Plan, as both a specific plan and transit village plan, is consistent with the overarching goals of the Seaside General Plan.