

# West Broadway Urban Village Specific Plan

Adopted January 21, 2010



## Development Standards User Guide



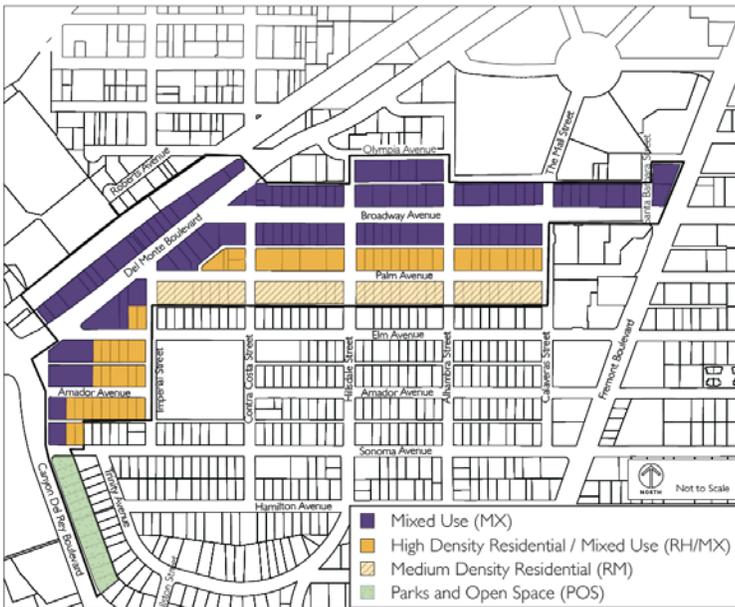
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The purpose of the West Broadway Urban Village Specific Plan (“Specific Plan”) is to create a pedestrian-friendly Urban Village that offers a mix of market-rate and affordable for-sale and rental residences with ground-floor retail and commercial uses. The West Broadway Urban Village will become the new downtown, strengthening the Seaside community by developing a strong urban core. This package provides a summary of the land use regulations and development standards adopted under the Specific Plan that will accomplish the vision of the West Broadway Urban Village.

## LAND USE DESIGNATIONS

The map below identifies the adopted land use designations for all parcels within the Specific Plan area that relate to the permitted land uses and development standards for each parcel.

Figure 1 – Land Use Map



### Mixed Use (MX)

This designation is intended to foster a well-integrated mix of high intensity residential, commercial, office and civic uses with housing densities ranging from 30 to 60 dwelling units per acre.

### High Density Residential / Mixed Use (RH/MX)

This designation permits a range of housing types, including multi-family developments and live-work units with housing densities ranging from 20 to 30 dwelling units per acre. Projects with commercial uses or uses that are compatible with residential uses and extensions of business with primary frontage on Broadway Avenue would be conditionally allowed on the north side of Palm Avenue.

### Medium Density Residential (RM)

This designation permits single-family residential detached housing on the south side of Palm Avenue, as well as multi-family housing units with densities between 10 to 20 dwelling units per acre. Multi-family developments should be designed to be compatible with neighborhood character and ease the transition between the higher residential densities north of Palm Avenue to the lower density single-family residential densities south of the Specific Plan area.

### Parks and Open Space

This designation 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 and may include opportunities for a community garden, water-wise demonstration garden and/or an interpretive history path.

## 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).

### **ALLOWED LAND USES**

Similar to the City's Zoning Code, certain land uses are allowed to occupy the West Broadway Urban Village, depending on the location of the particular parcel. The figures on the following page list permitted uses on ground floors and on upper floors separately. Except for provisions as laid out in the Specific Plan, definitions for each land use type can be found in Section 17.70 of the Municipal Code.

Land uses are allowed on ground floor or upper floors within the Specific Plan area based on the following parcel location:

#### **Parcels Fronting onto Primary Streets**

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. Findings in support of Minor Use Permits on primary streets must cite the potential for the use to contribute to pedestrian activity and to provide visual access for pedestrians into the ground floor use. Findings in support of Use Permits on primary streets must cite the potential for the use to contribute to pedestrian activity and to provide visual access for pedestrians into the ground floor use. Permitted upper floor uses on primary streets are intended to provide residential and small office uses above the ground floor

#### **Parcels Fronting onto the North Side of Palm Avenue**

Palm Avenue is envisioned as a primarily residential street. Typically, uses on Palm Avenue will follow the regulations of "All Other Streets"; 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 may be conditionally approved.

#### **Parcels Fronting onto All Other Streets**

All other streets in the Plan Area are envisioned as being primarily residential in character. These streets 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 2 - Land Uses Allowed on Ground Floors

Use	PRIMARY STREETS	NORTH SIDE OF PALM AVENUE	ALL OTHER STREETS
Specialty Food Retail	●		
Specialty Goods Retail	●		
Quality Goods and Services	●		
Personal Services	●	●	
Business Services	●	●	
Eating and Drinking Establishments	●		
Plazas, Paseos and Parks	●		
Small-scale Light Manufacturing	●	●	
Civic and Cultural Facilities	◐	●	
Child Care Facilities	◐	◐	◐
Hair and Nail Salons	◐		
Health and Exercise Facilities	◐		
Public Health Facility	◐		
Lodging	◐	◐	
Outdoor Entertainment	◐		
Bars and Nightclubs	○		
Public Halls	○		
Banks	○		
Parking Structures	○	●	○
Multi-and Single-Family Residential		●	●
Live-Work		●	●*
Live-Work (2) Office/Residential		●	

● PERMITTED   ◐ MINOR USE PERMIT   ○ USE PERMIT

\*Except for the south side of Palm Avenue.

Note: Personal Services - Restricted, as defined in Section 17.70 of the Municipal Code, is not permitted in the Plan Area.

Figure 3 - Land Uses Allowed on Upper Floors

Use	PRIMARY STREETS	NORTH SIDE OF PALM AVENUE	ALL OTHER STREETS
Multi-Family Residential	●	●	●
Single-Family Residential		●	●
Professional and Government Offices	●	◐	
Medical and Dental Offices	●	◐	
Child Care Facilities	◐	◐	◐
Hair and Nail Salons	◐		
Health and Exercise Facilities	◐		
Public Health Facility	◐		
Lodging	◐	◐	○
Parking Structures	○	●	

● PERMITTED   ◐ MINOR USE PERMIT   ○ USE PERMIT

Note: Personal Services - Restricted, as defined in Section 17.70 of the Municipal Code, is not permitted in the Plan Area.

## 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.

Table 1 – Land Use Intensity

Land Use Designation	Residential Density (Dwelling Units/Acre)	Maximum Floor-to-Area (FAR)	Allowed Housing Types	Other Allowed Uses
Mixed Use (MX)	When part of a mixed use project = 30 to 60 DU/acre	Commercial / Residential = 3.0 to 1	- Multi-family, all types	- Commercial - Office - Civic
	n/a	Commercial / Office = 2.5 to 1	n/a	- Commercial - Office - Civic
High Density Residential / Mixed Use (RH/MX)	20 to 30 DU/acre	2.5 to 1	- Apartments - Townhomes - Condos	- Professional Office - Convalescent and Care Facilities
Medium Density Residential (RM)	10 to 20 DU/acre	2.5 to 1	- Single-family attached / detached - Duplex / Triplex - Condos	n/a
Parks and Open Space (POS)	n/a	0.01 to 1	- Passive and Active Parks and Recreation	n/a

## 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. 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.

Height requirements are based on the Height District (shown in Figure 4) in which a property is located, described below:

### **District 1**

- ❑ 3 stories minimum, 5 stories maximum
- ❑ The fourth and fifth stories shall step back from the third-story street walls by a minimum of 10 feet.

### **District 2**

- ❑ 2 stories minimum, 3 stories maximum

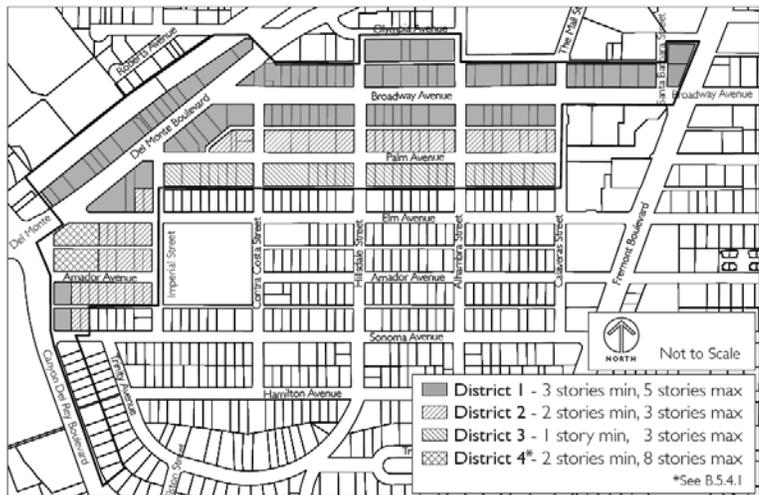
### **District 3**

- ❑ 1 story minimum, 3 stories maximum for single-family attached
- ❑ 1 story minimum, 2 stories maximum for single-family detached
- ❑ The third story shall step back from the rear property line a minimum of 25 feet where subject property abuts existing residential lots to the south

### **District 4**

- ❑ 3 stories minimum, 5 stories maximum for all uses except hotels, which shall be 8 stories maximum
- ❑ The fourth story and above shall step back from the third story street walls by a minimum of 10 feet

**Figure 4 – Height Districts**



## 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. Setback standards are based on whether a parcel fronts onto a primary street or onto all other streets within the Specific Plan area, as shown in Figures 5 and 6, below.

Figure 5 – Setbacks on Primary Streets



Figure 6 – Setbacks on All Other Streets



**Setbacks on Primary Streets**

*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 storefronts with views into the building

*Side setbacks* 0 feet minimum, 5 feet maximum except for driveway access and paseos

Side setbacks for Paseos shall be 20 feet from building face to building face, subject to review by the Seaside Fire Marshall

*Rear setbacks* No rear setback requirements

**Setbacks on All Other Streets**

*Front setbacks* 10 feet minimum, 20 feet maximum

0 feet minimum, 10 feet maximum where commercial ground floor uses are developed along the north side of Palm Avenue

*Side setbacks* 8 feet minimum

*Rear setbacks* No rear setback requirements, except for parcels on 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

**Special Setback Standards**

At corner parcels, setback requirements from the primary street also apply to the secondary street. Public plazas are exempt from street frontage setback requirements.

**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. 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).

### **Commercial and Office**

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

### **Residential**

- ❑ 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.
- ❑ Multi-family residential development shall provide active recreation elements for residents of all ages in common areas (outdoor, indoor, or both).
- ❑ On the south side of Palm Avenue, residential units may have rear yards.

### **Connectivity**

- ❑ 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.

## **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.

### **Non-Residential Parking Requirements**

- ❑ 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.
- ❑ 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.
- ❑ 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.

- ❑ 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.
- ❑ 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.

### **Residential Parking Requirements**

- ❑ 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.
- ❑ 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.

### **Mixed-Use Parking Requirements**

- ❑ 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.
- ❑ 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.

### **Parking Lots and Structures**

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

### **Bicycle Parking**

- ❑ Bicycle parking shall be provided at 10 percent of vehicle requirements for all uses except single-family residential development.
- ❑ For mixed-use development, secure bicycle parking shall be provided at each entrance, and include a shelter, as feasible.
- ❑ Bicycle parking shall be installed at highly visible locations that are close to the main entrance of a destination.

## **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.

**Building Construction: Building Materials**

- ❑ Where feasible, renovate and add to existing buildings rather than demolish or build new buildings.
- ❑ 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.
- ❑ Use locally-produced, extracted, harvested, recovered and manufactured building products from northern California as much as possible.
- ❑ Use high-quality green or sustainable construction materials, products and furnishings with the maximum amount of recycled content available, where feasible.
- ❑ Use recycled materials for building interiors, such as recycled carpet and recycled glass countertops.
- ❑ Use “rapidly renewable” materials wherever appropriate, such as bamboo, engineered lumber and paper-based “cellulose” insulation.
- ❑ Use low-emitting materials for all interior adhesives, sealants, paintings, coatings, carpet systems, composite wood and agrifiber products, and cleaning products.
- ❑ Insulate and seal the building envelope while providing energy-efficient ventilation and fresh air exchange.
- ❑ 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.

**Building Construction: Doors and Windows**

- ❑ Install size-appropriate windows to balance natural light while reducing heat gain during the warm season.
- ❑ Use Low-E (low-emissivity) glazing, dual and triple pane glazing and other energy-efficient window glazing technologies.
- ❑ 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.
- ❑ Provide window treatments such as shades and blinds that will diffuse incoming light and control glare.
- ❑ Install operable windows in all commonly-used building areas. Operable windows can take advantage of the breezes in Seaside for natural cooling.

**Building Construction: Water and Graywater**

- ❑ 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.

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

**Building Construction: Heating, Ventilation and Air Conditioning (HVAC)**

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

**Building Construction: Alternative Energy Generation**

- ❑ 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.
- ❑ Install solar photovoltaic panels as feasible to provide on-site energy generation. Sell unused energy back to the power company as possible.
- ❑ Install solar hot water collectors as feasible to replace or supplement conventional water heating loads.
- ❑ Install wind turbines where possible to utilize energy from the wind. Use wind turbines that avoid or reduce avian impacts.
- ❑ Consider site layout and design of buildings in relation solar orientation and sea breezes to supplement heating and cooling loads.
- ❑ 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.
- ❑ Consider the installation of radiant floor heating or other efficient space heating technologies that eliminates forced air systems in buildings.

**Landscaping and Streetscape**

- ❑ 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.
- ❑ 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.
- ❑ 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.

- ❑ 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.
- ❑ Encourage the use of rooftop rainwater catchment systems to reduce irrigation from potable water sources and eliminate excess stormwater runoff from roof structures.
- ❑ Use reclaimed water systems such as on-site wastewater recycling when possible for landscape irrigation systems.
- ❑ Install recirculating systems for recycled water in all decorative water features.

### **Lighting**

- ❑ 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.
- ❑ Install lighting fixtures that are certified with the International Dark-Sky Association's (IDA) Fixture Seal of Approval. ([www.darksky.org](http://www.darksky.org))
- ❑ Use sensor-controlled interior lights. Sensors ensure that lights automatically turn on when rooms are occupied and off when vacant.
- ❑ Install photosensors at building interiors. These devices automatically dim lighting levels when natural light in the building is abundant.
- ❑ 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.
- ❑ Position lighting in a manner that will reduce or avoid glare.

\* Additional design standards and guidelines may be found in Chapter 7 of the West Broadway Urban Village Specific Plan on the following topics:

**Design Principles**  
**Commercial Mixed-Use Development**  
**Residential Development**  
**Gateways**