

Neighborhood Improvement Commission

2019-2020
WORK PLAN



SEASIDE
CALIFORNIA

Neighborhood Improvement Commission

Members Appointed When Adopted

- Alexander Miller, Chair
- Ramona Olaeta-Reed, Vice Chair
- Ray Bennett
- Becky Stofer
- Brett Nielsen
- Vacant
- Vacant

Staff Liaison

- David Little, Building Official

Mission Statement

The People:

The Neighborhood Improvement Commission consists of seven members appointed by the City Council to a three-year term in office. Members are residents of the City of Seaside and serve on a voluntary basis without compensation.

The Purpose:

The purpose of the Commission is to make recommendations to the City Council and advising the Council in matters pertaining to the general improvement of neighborhoods in the City.

Objectives

- Encourage citizens to beautify and upgrade their property and landscaping, and to remove items that adversely influence property values.
- Encourage citizens to voluntarily comply with the various city codes relating to the general appearance of the City.
- Make recommendations to the City Council on ways to improve the appearance of the City and to elicit voluntary cooperation to beautify and minimize vandalism in the City.
- Work with service clubs and civic organizations, as appropriate, to help clean up the City and to promote and implement programs which help achieve this goal.
- Work towards the establishment of neighborhood organizations including Neighborhood Watch groups to encourage beautification and reduce vandalism in the neighborhoods.
- Encourage citizens and merchants to decorate their homes and businesses with decorations during the holiday season and to appropriately display the United States flag on national holidays.
- Conduct administrative hearings relating to property maintenance.

Historical Information

The Neighborhood Improvement Commission was created December 3rd 1981 by City of Seaside Ordinance Number 596 and later amended by Ordinance Number 773 under the name "Neighborhood Improvement Program Commission."

Fiscal 2019-2020 Work Plan

- Make the fence surrounding PG&E utilities area at the corner of San Pablo and Waring more appealing. To be described in "ongoing projects" section.
- Replacing Neighborhood Watch Signs throughout communities of Seaside . To be described in "ongoing projects" section.
- Encourage MPUSD to transfer dilapidated fenced area at Contra Costa Street and Sonoma Avenue to the City of Seaside so it can be upgraded and possibly become a basketball court for the neighborhood. This is in conjunction with the City Parks and Recreation Commission.
- Join with the Seaside Fire Department to Paint the Fire Station with paint donated from area paint stores.
- Work with Village Project to renew the abandoned community garden at Broadway Avenue and Lowell Street.
- Create a "Paint Your Fence" day to encourage homeowners to beautify their fences. Paint will be provided by local paint stores at a discount.
- Arrange with business and/or property owners to upgrade storefronts with assistance from NIC and community volunteers. These businesses include Seaside Market and Shear Heaven. (Note: These businesses are a pathway from our new Gateway sign to West Broadway. The Portal Project should inspire guests from Embassy Suites to take a short walk to eat, drink and enjoy Seaside's new "downtown", including the Saturday Farmer's Markets, etc.)

Past Accomplishments

- **Neighborhood cleanups:** Several times per year the Commission provides a dumpster to a neighborhood selected by the Commission. Residents of that neighborhood can dispose of approved waste free of charge. All neighborhood residents are thus encouraged to clean up their property to help beautify their neighborhood and the City.
- **Holiday Decoration Contest:** In December of each year, the Commission holds a holiday decorating contest awarding cash prizes for the most appealing displays.
- **House of the Month:** Monthly, except for December, the Commission selects a House of the Month from a rotating list of neighborhoods. The winners receive a plaque with their name and address plus a gift certificate from a Seaside business of their choice. Awards are presented to the winners at a City Council meeting.
- **Business of the Quarter:** Four times per year the Commission will select a Seaside business as Business of the Quarter. This award is given to businesses which have made improvements or maintained the overall visual appeal of their business. A Plaque with the name of the business is presented to the winner at a City Council meeting.

Additional Accomplishments

- Requested and received funds from the Parks and Recreation Commission for an improvement project at Canyon Del Rey and Del Monte.
- Held a design contest for the corner of Canyon Del Rey and Del Monte resulting in a winning design which has been implemented. The result is a very appealing entryway into the City that encourages taking photographs which promotes the City.
- Requested the removal of unsightly newspaper boxes in front of the Post Office as well as the removal of dangerous low hanging tree limbs at the same location. Both of which were accomplished.
- Requested the City to remove trash, shopping carts, and waste as well as to remove an illegal camp site at Laguna Grande Lake. All of which was accomplished.
- Convinced PG&E to remove the barbed wire atop the fence surrounding their sub station at San Pablo and Flores which has been completed.
- Requested and received a name change for the Commission making our moniker more logical and easier to remember for the public. We believe this change will result in more citizens of Seaside taking notice of this Commission.

Ongoing Projects

The Commission has several exciting ongoing projects for which we anticipate launch in this calendar year. The Commission aspires to engage as many other commissions, city departments, local business and others in support of sharing and casting a wide net of commitment, fellowship and enthusiasm.

Neighborhood Watch: Organizational Meeting

Anticipated date: September 7th 2019

Partners: City of Seaside Police Department, Neighborhood Watch Captains, NIC staff liaisons,

Communities of Faith Concept: In partnership with the City of Seaside Police Department and to support and promote community leadership and safety, the NIC Commission plans to host an open house to invite the community to an informative and fun "meet and greet" and open house to learn more about what it takes to lead a Neighborhood Watch.

Neighbor Watch: Installation of New Neighborhood Watch Signs

Anticipated date: Currently being installed

Partners: City of Seaside Facilities, NIC staff liaisons

Concept: The NIC purchased new Neighborhood Watch signs. Planning is underway to install the signs throughout the community in a deliberate fashion.

Ongoing Projects

Continued...

Paint Your Fence Day

Anticipated Date: TBD

Partners: Keller Williams Paint Store,

Communities of Faith, Commissions, NIC Staff Liaisons

Concept: Keller Williams is willing to offer a 10% discount on paint to people participating in this effort. The goal is to inspire folks to work together to help neighbors paint their fences and promote the beautification and pride of Seaside. Staff will help assure in friendly language that the fences be painted and updated in ways that are not in violation of any codes.

Fence at PG&E substation: San Pablo Avenue and Flores Street

Anticipated date: June 2018

Partners: PG&E, NIC staff liaisons, local artists

Concept: After many years of persuading, PG&E has removed the barbed wire atop their fence. The next steps in this process is to address the corrugated fence and update, transforming it into potentially a welcoming piece of community art , complementing the pride, history and passion of residents.

Seaside Street signs

Anticipated date: Currently being installed

Partners : Local sign vendors, NIC staff liaisons, Community

Concept: NIC has been invited to recommend color choice for street signs around Seaside.