

C I T Y O F S E A S I D E

**STRATEGIC PLANNING RETREAT**

20 June 2012 \* Oldemeyer Center

Marilyn Snider, Facilitator—Snider and Associates (510) 531-2904  
Gail Tsuboi, Graphic Recorder – Tsuboi Design (925) 376-9151

**MISSION STATEMENT**

The City of Seaside is dedicated to providing excellent municipal services that enhance the quality of life for our diverse community.

**VISION STATEMENT**

The City of Seaside will be a prosperous and fiscally sound, family-oriented community with a full range of housing, business, cultural and recreational opportunities in a safe and attractive environment for residents and visitors.

**CORE VALUES**

not in priority order

The City of Seaside values . . .

- ♦ *Ethical behavior*
- ♦ *Respect*
- ♦ *Honesty and Integrity*
- ♦ *Accountability to each other and the public*
  - ♦ *Teamwork*
  - ♦ *Initiative and Innovation*
  - ♦ *Fiscal responsibility*
  - ♦ *Excellent customer service*

**THREE-YEAR GOALS**

2011-2014 \* not in priority order

- ▶ **Create and maintain a diverse, stable and sustainable economic base**
- ▶ **Enhance public safety and improve the city's appearance**
- ▶ **Lead the implementation of the water solution**
- ▶ **Achieve fiscal wellness**
- ▶ **Enhance engagement with the public**
- ▶ **Improve organizational effectiveness and health**

**NEXT STEPS/FOLLOW-UP PROCESS**

<b>WHEN</b>	<b>WHO</b>	<b>WHAT</b>
Thursday, June 21	City Manager	Distribute the Strategic Planning Retreat record to invitees.
Within 48 hours of receipt	All Recipients	Read the retreat record.
July 3, 2012	Executive Team, (City Manager - lead)	Review the "Weaknesses/Challenges" list for possible action items.
By July 15, 2012	DCMs Department Heads	Share and discuss the Strategic Plan with staff.
At the July 19, 2012 City Council meeting	City Council, (Mayor - lead)	Present the updated Strategic Plan to the public.
Monthly	City Council City Manager	Monitor progress on the goals and objectives and revise objectives (add, amend and/or delete), as needed.
Monthly	City Manager	Prepare and distribute the updated Strategic Plan monitoring matrix to City Council members and the Executive Team.
February 6, 2013 (Wednesday) 8:00/8:30 am - 4:00 pm	Mayor, City Council City Manager Executive Team	Strategic Planning Retreat to: - more thoroughly assess progress on the Goals and Objectives - identify Strategic Objectives for the next six months

## S.W.O.T. ANALYSIS

Strengths – Weaknesses – Opportunities – Threats

### STRENGTHS AND ACCOMPLISHMENTS OF THE CITY OF SEASIDE SINCE THE DECEMBER 20, 2011 STRATEGIC PLANNING RETREAT

#### Brainstormed Perceptions

- Approved the budget
- Opened up the gates to the city
- We created the Monterey Peninsula Regional Water Authority (MPRWA)
- Hired a very good interim city manager
- One of our officers, Gabe Anderson, was named Police Officer of the Year
- Upgraded city-owned streetlights and parking lot lights
- The city received the Building Official of the Year Award
- Completed a comprehensive energy efficiency upgrade of city facilities, e.g., LED lighting, boiler upgrades
- West Broadway Urban Village Infrastructure Plan is 90% complete
- Processed permit for a grocery store and restaurant at the City Center
- Approved sharing one of our police officers with the City of Pacific Grove
- Approved sharing the police chief with the City of Pacific Grove
- Approved sharing an engineer with the City of Pacific Grove
- Approved bringing back the 4<sup>th</sup> of July parade
- The citizens continue to applaud all of our employees
- Cal Am enhanced the water supply infrastructure throughout the city
- Held a workshop on AB 109 (prisoner realignment)
- Completed the restriping of Hilby and San Pablo Avenues
- Fire Dept. received an NGEN (radio) grant for 80% (about \$30,000)
- Developed a Volunteer Manual for city volunteers and put it on our website
- Monterey County Police Officers Assn. (MCPOA) named Seaside Sgt. Bruno Diaz the County Police Officer of the Year and he received the Meritorious Service Award
- Kathryn Pernet received Support Person of the Year Award by the MCPOA
- Added a position for an additional planner
- Added positions for two additional Recreation staff
- Completed and received approval from HUD for the city's CDBG annual program
- Hosted the majority of the MPRWA meetings in our city hall
- Hosted a FORA Base Reuse workshop
- It's been noted by the public that city hall employee knowledge and courtesy is great
- Formed a Social Media Committee
- Approved and budgeted for NGEN radios for public safety and Public Works
- The Police Dept. implemented COMPSTAT (statistical analysis)
- Processed an application for a complete rebuild of (Fremont Blvd) Burger King
- Processed an application for a complete remodel of Cal's Monterey Motors for a new dealership
- City staff implemented Seaside County Sanitation District (SCSD) Master Plan CIP
- Purchased new vector trucks for SCSD
- Done everything possible to stay ahead of the RDA issue in a positive manner
- We supported the extension of FORA by resolution and by letter
- Streamlined the process to assist in the Toyota dealership
- Completed the Coe Ave. pedestrian and bicycle project
- Moved closer to establishing an umbrella organization(s) for parks/neighborhoods
- The decision to reopen city hall five days a week has been contingent upon labor contract approval
- We continue to get interest from existing businesses to expand (e.g., Smart and Final)
- Received unsolicited proposal to develop a hotel on Del Monte Ave.

- Preserved our budget reserve (approx. \$3.5 million)
- City has been able to provide quality services to the residents with fewer resources
- Our Economic Development Program could result in real opportunities
- Started the processing of the Monterey Downs application
- We've just purchased a new system for broadcasting City Council meetings without General Fund money
- Citizens continued to applaud the work of our police officers in spite of limited resources
- Council approved Fire Dept. staffing model and Fire Chief replacement
- Council member Alexander got a National Make A Difference Day award
- Boards and commissions reorganization is almost done
- The Traffic Advisory Commission has passed the traffic calming measures and will bring the to the City Council for approval
- Seaside Fire Fighter of the Year made Monterey County Fire Fighter of the Year
- Started a comprehensive economic development plan
- Fire Dept. purchased and placed into service mobile data computers with grant money
- Adopted a major reorganization of Resource Management
- We have attracted the Monterey Bay Red Cross in locating to Fort Ord
- Negotiated three MOUs with employee groups
- Nearing completion for a regional EOC (Emergency Operations Center) agreement
- Have established an amazing relationship between the Police Dept. and Seaside High School
- Making progress on refinements to DDA (Development Disposition Agreement) for the hotel at the golf course
- Renewed the Public Works Maintenance Services Contract with the US Army
- Continuing to pursue all possible insourcing opportunities

## **THE CITY OF SEASIDE'S CURRENT INTERNAL WEAKNESSES/CHALLENGES**

### Brainstormed Perceptions

- Poor communication (misunderstanding) between Council and staff
- No money for MOUs
- Lack of funding
- Lack of meeting management
- Loss of staff
- Staff shortages in Admin Services and Resource Management Departments is placing stress on remaining employees – things are not getting done or are being done in a less timely way
- Perception of a fractured Council
- Losing a number of quality, experienced employees
- Politics get in the way of what's best for the city
- Lack of incentives/programs for home and business owners to increase the value of their property
- Inadequate resources for appropriate CIP
- Not enough police officers
- Hiring freeze
- Not enough support staff to provide quality services
- Entering city hall is not friendly
- Council over-complicates issues at meetings; lack of continuity
- Inadequate resources for facilities maintenance
- Not a full program to engage all volunteers
- Still cutting back personnel
- Employee salaries cut
- City is not generating new revenue
- City staff health negatively affected by the workload
- Staff is not working openly enough
- Loss of the city clerk
- Perception of difficult process for potential business developers

- Staff leaving for other positions
- Lack of economic outreach programs and teams
- Unclean city hall grounds; lack of landscaping
- Poor/low staff morale
- Lack of teambuilding
- Lack of manpower
- Layoffs and possible additional layoffs causing morale problems among city employees
- Lack more public outreach
- Not using land to its highest value
- City panders to a minority few
- City employee associations at odds
- Too much fingerpointing
- Poorly organized website
- Long meetings
- Increased workload
- Not enough fire fighters
- Lack of parking enforcement
- Lack of clear disaster plans
- Challenge: Inability of the city to regain property from RDA

## **EXTERNAL FACTORS/TRENDS THAT WILL/MIGHT HAVE A POSITIVE IMPACT ON THE CITY OF SEASIDE IN THE COMING YEAR**

### Brainstormed Perceptions

- Extension of FORA's existence
- Possible slightly improving economy
- Auto Center dealerships remodeling and upgrading their facilities
- Bottoming out of housing prices
- Positive decision on water supply
- Receipt of a pending grant for approx. \$1 million for the Police Dept.
- President's Executive Order on immigration
- Decreasing unemployment rate
- Closer working relationship with the business community
- Implementation of narrow banding for the communication system
- Monterey Foundation giving out sizeable grants
- MRWPCA (Monterey Regional Water Pollution Control Agency) moving forward on groundwater replenishment
- Alaska Airlines opening a route from Monterey to San Diego and other possible locations
- Water Management Dist. and Cal Am moving forward on ASR (Aquifer Storage and Recovery) expansion
- Surrounding cities' willingness to share services
- Increasing opportunities for Seaside to provide services to others
- MPUSD Safe Schools grant
- Developers' interest in locating in Seaside
- Possible increase in tourism
- PGA tournament televised nationally
- The next state senator will be from the Peninsula
- Chamber of Commerce becoming more active and positive
- \$20 million in the governor's budget for police/municipality realignment
- Interest rates remain historically low
- State may take action on pension reform
- Seaside High School has the highest improvement in the county on its state test scores
- Continued neighborhood group interest in improving parks
- Governor's pending tax increase

- Increase in volunteerism and community service by the public
- FOR A Base Reuse Plan reassessment
- Possible expansion of the county jail
- Non-profit and private entities willing to work with the city
- CPUC approval of a water project
- Monterey Salinas Transit improving the local transit system
- TAMC moving forward on Highway 156 widening and improvements
- Enhanced system by the regional Red Cross to deal with disasters
- Fort Ord National Monument was just designated – comprised of 15,000 acres of which 900 are in our city

**EXTERNAL FACTORS/TRENDS THAT WILL/MIGHT HAVE A NEGATIVE IMPACT ON THE CITY OF SEASIDE IN THE COMING YEAR**

Brainstormed Perceptions

- More taxes on the citizens
- Non-extension of FORA
- FORA Reassessment Plan
- Continued high unemployment
- Lack of state tax increases
- Continued state and federal unfunded mandates
- California brain power movement to Texas
- Low sales tax
- No new water supply
- Too many cars on the streets
- Violent crime increase
- Gangs
- Slower economic recovery
- European economy depressing US exports
- Lack of a longer extension for the US Transportation bill
- Poor neighborliness on the part of a couple neighboring cities
- State takeaways, especially completion of Redevelopment dissolution
- State UC and CSU system dollars being cut
- Oversight Board and State Dept. of Finance
- Continued high energy costs
- Lingering effect of the recession
- Reduced property taxes
- Low TOT
- Continuing inability of the state to address critical issues
- Increasing residential density in housing units
- Natural disasters
- Increase in gas prices
- Lack of attractiveness of certain portions of the business community
- Lack of recognition by other agencies that Seaside is a tourist destination
- Decrease in consumer spending
- Increase in build-out in neighboring cities
- Continuing pressure on small businesses by big businesses (due to easier access to capital)
- Problems small businesses are having in increasing their revenues
- Loss of our assembly member from the Peninsula
- Loss of sales tax revenue payments from another city's defunct redevelopment agency



## **STRATEGIC PLANNING ELEMENTS**

Marilyn Snider, Strategic Planning Facilitator \* Snider and Associates (510) 531-2904

### **"SWOT" ANALYSIS**

Assess the organization's:

- Internal Strengths      - Internal Weaknesses
- External Opportunities      - External Threats

### **MISSION/PURPOSE STATEMENT**

States WHY the organization exists and WHOM it serves

### **VISION STATEMENT**

A vivid, descriptive image of the future – what the organization will BECOME

### **CORE VALUES**

What the organization values, recognizes and rewards – strongly held beliefs that are freely chosen, publicly affirmed, and acted upon with consistency and repetition

### **THREE YEAR GOALS**

WHAT the organization needs to accomplish (consistent with the Mission and moving the organization towards its Vision) – usually limited to 4 or 5 key areas

### **KEY PERFORMANCE MEASURES**

What success will look like upon achievement of the goal

### **SIX MONTH STRATEGIC OBJECTIVES**

HOW the Goals will be addressed: By when, who is accountable to do what for each of the Goals

### **FOLLOW-UP PROCESS**

Regular, timely monitoring of progress on the goals and objectives; includes setting new objectives every six months

**CITY OF SEASIDE** ⚙ **SIX-MONTH STRATEGIC OBJECTIVES**

June 20, 2012 through February 1, 2013

Dep. City Mgr./DCM – RMS: Deputy City Manager for Resource Management Services    Dep. City Mgr./DCM- AS: Deputy City Manager for Administrative Services

THREE-YEAR GOAL: <b>CREATE AND MAINTAIN A DIVERSE, STABLE AND SUSTAINABLE ECONOMIC BASE</b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the July 19, 2012 City Council meeting	Dep. City Mgr. – RMS	Recommend to the City Council for action the establishment of a <b>Base Reuse Plan Reassessment Subcommittee</b> consisting of staff and two City Council members.				
2. At the July 19, 2012 City Council meeting	Dep. City Mgr. – RMS	Present to the Parking Authority Board responses received regarding proposed improvements and recommended next steps towards the development of a <b>Laguna Grande Shopping Center Master Plan</b> .				
3. At the July 19, 2012 City Council meeting	Dep. City Mgr. – RMS	Present to the City Council an update on the processing of the <b>Monterey Downs and Veterans Cemetery</b> applications and the schedule of the public review for the draft EIR				
4. At a July 2012 Staff-Council economic oppor- tunities study session.	Dep. City Mgr. – RMS, with input from Seaside’s small independent businesses	Present the <b>Commercial Corridor Windshield Survey</b> and make a recommendation to the City Council for action on programs to support small businesses.				
5. At the Aug. 2, 2012 City Council meeting	Dep. City Mgr. - RMS	Present to the City Council for action the final <b>Economic Opportunities Plan</b> .				
6. Aug. 16, 2012	Dep. City Mgr. – RMS	Present to the City Council for action recommended interim use proposal of the <b>Burger King site</b> .				

7. At the Sept. 6, 2012 City Council meeting	Dep. City Mgr. – RMS	Present to the City Council for action an exclusive negotiated agreement for the <b>Shoppette Site on Monterey Road.</b>				
8. At the Sept. 20, 2012 City Council meeting, contingent upon establishment of the Base Reuse Plan Reassessment Subcommittee,	Base Reuse Plan Reassessment Subcommittee	Review the <b>Base Reuse Reassessment Report</b> and make recommendations to the City Council for action.				
9. At the Sept. 20, 2012 Successor Agency Board meeting	Interim City Manager	Conclude negotiations with the <b>Golf Resort Project</b> developer and recommend to Successor Agency for action the negotiated objectives.				
10. At the Sept. 20, 2012 City Council meeting	Dep. City Mgr. – RMS	Present to the City Council for action the award of contract for a consultant to analyze and make recommendations <b>on land sale vs. long-term ground lease of city owned properties.</b>				
11. At the Nov. 15, 2012 City Council meeting	Dep. City Mgr. – RMS	Present to the City Council for action a recommended master developer for the <b>26 acre site.</b>				
12. At the Dec. 20, 2012 City Council meeting	Dep. City Mgr. - RMS	Present to the City Council for action a consultant contract award to conduct a Phase II Environmental Site Assessment of the City Corp Yard site for the proposed parking structure, library and mixed-use project within the <b>West Broadway Urban Village.</b>				
13. Feb. 1, 2013	Dep. City Mgr. – RMS	Present to the City Council for action the award of contract for a consultant to prepare a <b>General Plan amendment for Seaside East Conceptual Master Plan and Open Space Parcel.</b>				
14. Feb. 1, 2013	Dep. City Mgr. – RMS	Present to the City Council for action consideration of proposals for interim use of <b>1561-1579 Del Monte Blvd.</b>				
FUTURE OBJECTIVE	Dep. City Mgr. - RMS	Send out an RF for the developer for the <b>Main Gate site.</b>				

THREE-YEAR GOAL: <b><i>ENHANCE PUBLIC SAFETY AND IMPROVE THE CITY'S APPEARANCE</i></b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. June 30, 2012	Interim City Manager	Hire a half-time fire chief.				
2. At the Aug. 6, 2012 City Council meeting	Dep. City Mgr. – RMS	Study the feasibility of outsourcing street sweeping to increase cleanliness of the streets and be financially prudent and make a recommendation to the City Council for consideration.				
3. At the Aug. 6, 2012 City Council meeting	Dep. City Mgr. – RMS	Present to the City Council for consideration the Sidewalk Safety Policy and Program.				
4. Sept. 1, 2012	Dep. City Mgr. – RMS, working with Council member Alexander	Clean up the City Hall and grounds and improve the landscaping.				
5. At the Sept. 20, 2012 City Council meeting	Dep. City Mgr. – RMS	Present to the City Council for consideration the commercial and residential façade program update and revision.				
6. Oct. 1, 2012	Police Chief	Contingent upon county action, present to the City Council for action implementation of the Graffiti Abatement Plan.				
7. Oct. 1, 2012	City Council (Mayor – lead), with input from NIP, Planning and Parks and Rec Commissions	Take action on at least three suggested recommendations for improving the city's appearance.				
8. Jan. 1, 2013	Police Chief and Fire Chief	Implement the NGEN (Next Generation) and narrowbanding radio project for Seaside.				
9. Feb. 1, 2013	Dep. City Mgr. – RMS	Circulate Request for Proposal for the selection of a land use consultant to prepare CEQA document for the Zoning code update.				
10. Feb. 1, 2013	Police Chief	Present to the City Council a schedule and budget for replacement of Police Dept. fleet and equipment.				

THREE-YEAR GOAL: <b>LEAD THE IMPLEMENTATION OF THE WATER SOLUTION</b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the Aug. 6, 2012 City Council meeting	City Council (Mayor - lead)	Determine the city's level of financial involvement, if any, in MPRWA.				
2. At the Dec. 6, 2012 City Council meeting	Mayor, with input from the City Council and working with MPRWA	Evaluate three water supply projects and recommend to the City Council for action one project to pursue implementation.				
3. Feb. 1, 2013	City Council (Mayor - lead)	Develop a strategy to respond to water issues.				
4. Monthly	Mayor and City Manager	Update the City Council an update regarding the Regional Water Projects for the peninsula.				
5. Monthly	Mayor	Report to the City Council regarding the Water Master meeting .				
6. Monthly	City Attorney and City Manager	Report to the City Council on the progress of the Water CDO (cease and desist order).				

THREE-YEAR GOAL: <b><i>ACHIEVE FISCAL WELLNESS</i></b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Nov. 1, 2012	City Manager and Dep. City Mgr.-- AS	Develop a Three-Year Fiscal Wellness Plan and present it to the City Council for action.				
2. Nov. 1, 2013	Dep. City Mgr.-- AS	Recommend to the City Council for consideration at least one risk management priority, policy or action to reduce or eliminate risk.				
3. Feb. 1, 2012	City Manager, working with the Executive Team	Explore and recommend to the City Council for action cost saving opportunities and contracting in of city services.				
4. Feb. 1, 2013	Dep. City Mgr.-- AS	Conduct a study of city revenues and present recommendations to the City Council for action.				
5. Feb. 1, 2013	City Manager and Dep. City Mgr.-- AS	Conclude analysis of safety and liability concerns received from the Risk Management Pool consultant and make recommendations to the City Council for action.				

THREE-YEAR GOAL: <b><i>ENHANCE ENGAGEMENT WITH THE PUBLIC</i></b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the July 19, 2012 City Council meeting	Mayor, Council member Bloomer, City Attorney, City Clerk	Propose to the City Council for action the restructuring of the city's boards and commissions, including distribution of the Boards and Commissions Handbook.				
2. On July 26, 2012	Police Chief	Ensure that COMPSTAT (computerized statistics for crime fighting) goes public.				
3. At the Sept. 20, 2012 City Council meeting	Mayor and Mayor Pro Tem	Recommend to the City Council for action appointments to the city's boards and commissions.				
4. At the Sept. 20, 2012 City Council meeting	Social Media Committee (DCM – AS, lead) and City Attorney	Present to the City Council for action a social media policy regarding how, when and where appointed and elected officials, employees and volunteers can use social media, e.g., Facebook, Twitter.				
5. Oct. 1, 2012	Management Team (DCM – AS, lead)	Present to the City Council a plan to make City Hall staff and physical offices more accessible without sacrificing security.				
6. At the Oct. 18, 2012 City Council meeting	Social Media Committee (DCM – AS, lead)	Recommend to the City Council for action the use of social media by the city (e.g., Facebook, Twitter).				
7. FUTURE OBJECTIVE	Dep. City Mgr. - AS	Present to the City Council for direction a job description for a position that includes being a volunteer coordinator, public information officer and social media coordinator.				

THREE-YEAR GOAL: <b>IMPROVE ORGANIZATIONAL EFFECTIVENESS AND HEALTH</b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. August 1, 2012	City Manager and Mayor, with input from the City Council	Plan and hold a teambuilding/meeting management session for the City Council.				
2. At the Sept. 20, 2012 City Council meeting	Executive Team (City Manager – lead)	Review the list of weaknesses and challenges from the Strategic Planning Retreat and recommend to the City Council for action at least three priorities to improve organizational effectiveness and health.				
3. Dec. 1, 2012	Dep. City Mgr. -- AS	Develop an IT Strategic Plan and present to the City Council for action.				
4. Dec. 15, 2012	City Manager and Mayor, with input from the City Council	Plan and hold a teambuilding session for the City Council and Executive Team.				
5. Feb. 1, 2013	City Manager	Present to the City Council a review of the recent reorganization's strengths, weaknesses and make recommendations to the City Council for action regarding critical staff needs.				

## LIST OF PRIORITY PLANNING PROCESSES

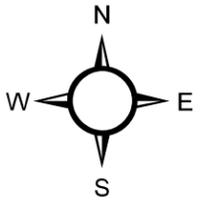
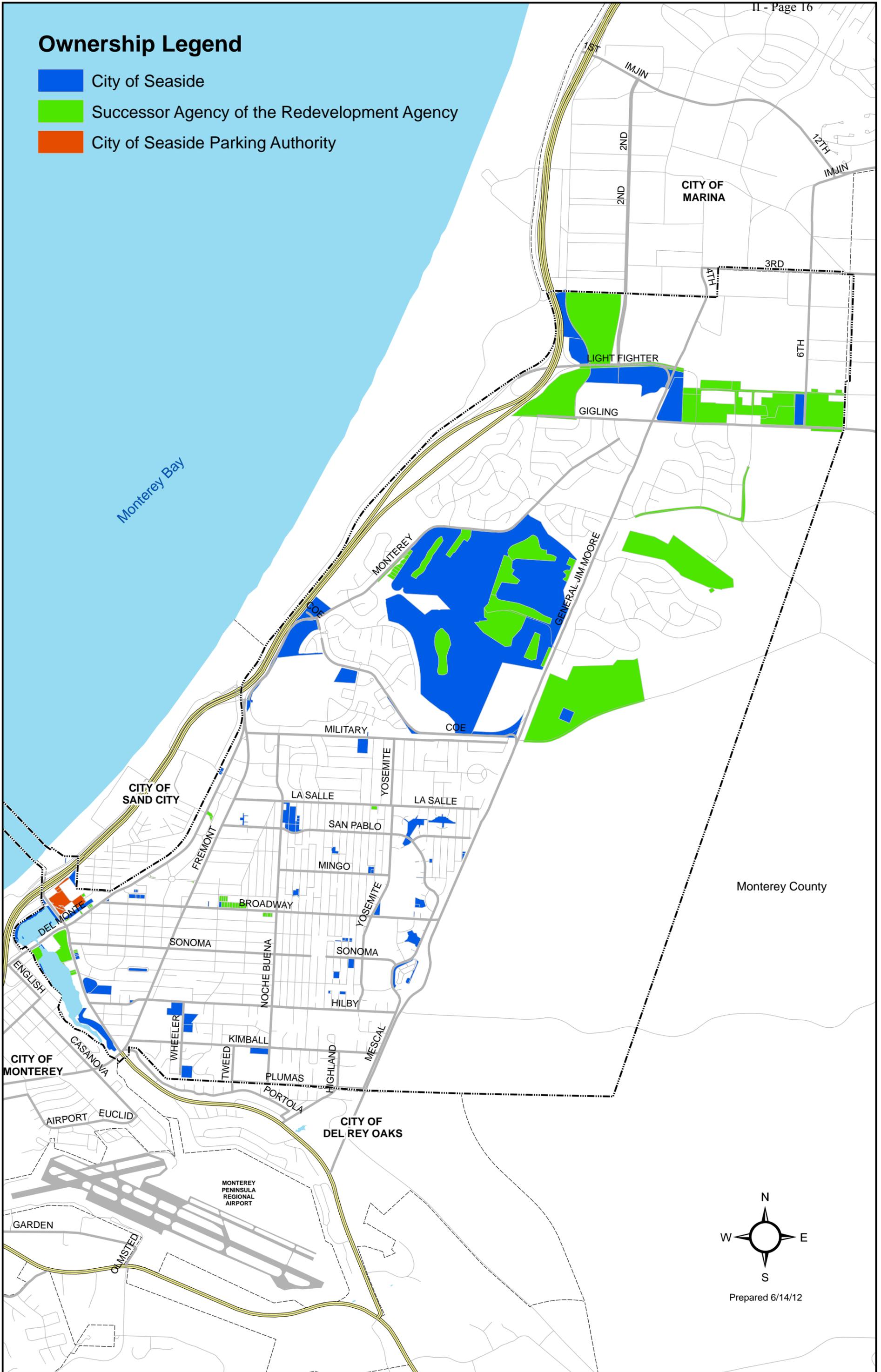
The following is a list of advance planning documents and processes that need to be undertaken or updated in order to facilitate and shorten the development timeframe on economic opportunity sites in Seaside.

- ❖ Establish Planning and Environmental Services Consultant On-Call List (November 2012)
- ❖ Certification of Local Coastal Program by California Coastal Commission (November 2012)
- ❖ Zoning Ordinance Update (Early 2013)
- ❖ Update and/or amend the General Plan and Zoning Ordinance to reflect the City's desired employment and revenue generating land uses on former Fort Ord lands in Seaside (Mid 2013)
- ❖ 2007-2014 Housing Element Update (Late 2013)

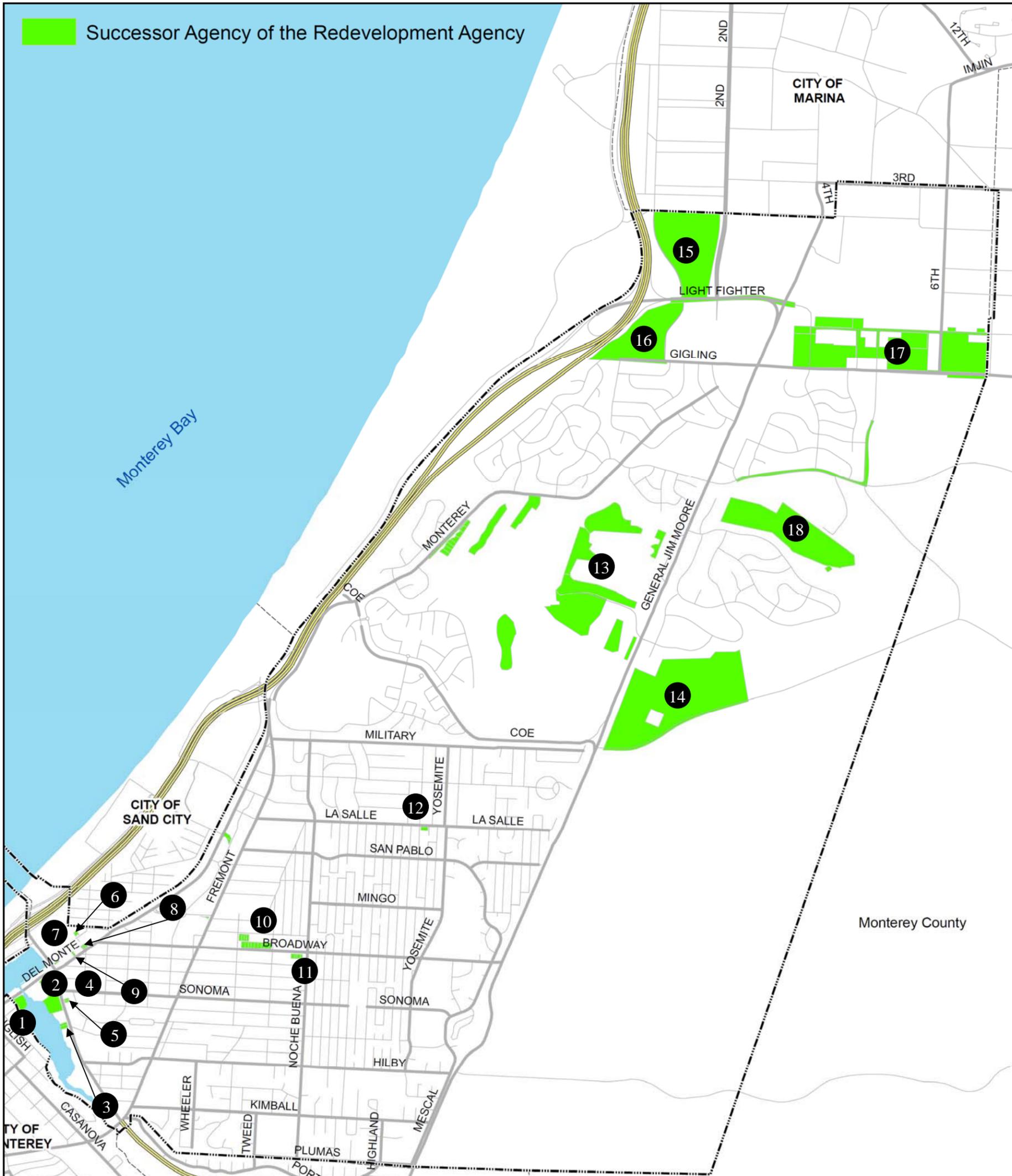


# Ownership Legend

- City of Seaside
- Successor Agency of the Redevelopment Agency
- City of Seaside Parking Authority

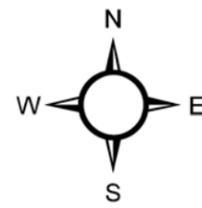


Prepared 6/14/12



- |   |   |    |   |
|---|---|----|---|
| 1 | 1350 Del Monte Boulevard                  | 10 | Broadway Avenue & Terrace Street                              |
| 2 | Embassy Suites Hotel                      | 11 | 1264-1284 Broadway Avenue                                     |
| 3 | 1271 Canyon Del Rey Boulevard             | 12 | 1600 & 1624 La Salle Avenue                                   |
| 4 | 1380 Canyon Del Rey Boulevard             | 13 | Bayonet & Black Horse Golf Courses/Seaside Resort Development |
| 5 | 1372 Canyon Del Rey Boulevard             | 14 | General Jim Moore Blvd. & Eucalyptus                          |
| 6 | 307 Roberts Avenue                        | 15 | Projects at Main Gate   |
| 7 | Laguna Grande Shopping Center Parking Lot | 16 | Open Space  |
| 8 | 1561 – 1579 Del Monte Boulevard           | 17 | Surplus II Planning Area                                      |
| 9 | 1533 Del Monte Boulevard                  | 18 | Tank Site   |

All parcels not numbered are public right of ways or facilities



Prepared 6/14/12

Successor Agency of the Redevelopment Agency of the City of Seaside Owned Properties										
	Ownership	Deed/Transfer Date	APN	Street Address	Description	Size	Zoning	Current/Proposed Use	Acquisition Info	Comments
<b>1</b>	<b>1350 DEL MONTE BOULEVARD</b>									
	Successor Agency		011-401-023-000	1350 DEL MONTE	Undeveloped parcel		Regional Commercial (CRG)	Regional Commercial/Visitor Serving	Transferred from City to Agency July 2010	fast food and hotel proposals received
<b>2</b>	<b>EMBASSY SUITES HOTEL</b>									
	Successor Agency		011-401-031-000	1441 CANYON DEL REY	Embassy Suites Hotel and Parking Lot		Regional Commercial (CRG)	Ground Lease (CDBG program income)	Purchased with CDBG Funds	
<b>3</b>	<b>1271 CANYON DEL REY BOULEVARD</b>									
	Successor Agency		011-371-005-000	1271 CANYON DEL REY	Undeveloped parcel		Regional Commercial (CRG)	Regional Commercial/Visitor Serving	Part of Bay Paper site. Purchased with CDBG Funds	
	Successor Agency		011-371-021-000	CANYON DEL REY	Undeveloped parcel		Regional Commercial (CRG)	Regional Commercial/Visitor Serving	Part of Bay Paper site. Purchased with CDBG Funds	
	Successor Agency		011-371-022-000	CANYON DEL REY	Undeveloped parcel		Regional Commercial (CRG)	Regional Commercial/Visitor Serving	Part of Bay Paper site. Purchased with CDBG Funds	
<b>4</b>	<b>1380 CANYON DEL REY BOULEVARD</b>									
	Successor Agency		011-345-027-000	1380 CANYON DEL REY	Single-Family Dwelling (Vacant)		Parks and Open Space (POS - WBUV)	Canyon Del Rey Roadway Improvements and open space	Purchased w/ Agency funds - but for City Project (road-widening)	In WBUV Plan Area
<b>5</b>	<b>1372 CANYON DEL REY BOULEVARD</b>									
	Successor Agency		011-345-026-000	1372 CANYON DEL REY	Single-Family Dwelling (Leased)		Parks and Open Space (POS - WBUV)	Canyon Del Rey Roadway Improvements and open space	Purchased w/ Agency funds - but for City Project (road-widening) / currently house is affordable housing	In WBUV Plan Area
<b>6</b>	<b>307 ROBERTS AVENUE</b>									
	Redevelopment Agency		011-561-035-000	307 ROBERTS	Single-Family Dwelling & Carport		Heavy Commercial (CH)		Purchased with CDBG funds	
<b>7</b>	<b>LAGUNA GRANDE SHOPPING CENTER PARKING LOT</b>									
	Redevelopment Agency		011-561-018-000	ROBERTS	Parking Lot		Regional Commercial (CRG)	Laguna Grande Parking Lot		Interest received via RFP
<b>8</b>	<b>1561-1579 DEL MONTE BOULEVARD</b>									
	Successor Agency		011-301-010-000	1561 DEL MONTE	Vacant Commercial Building/Lot		Mixed-Use (MX-WBUV)	Transit-oriented mixed use development	Purchased with Housing Set Aside	In WBUV Plan Area
	Successor Agency		011-301-011-000	DEL MONTE	Vacant Commercial Building/Lot		Mixed-Use (MX-WBUV)	Transit-oriented mixed use development	Purchased with Housing Set Aside	In WBUV Plan Area
	Successor Agency		011-301-023-000	1569 DEL MONTE	Vacant Commercial Building/Lot		Mixed-Use (MX-WBUV)	Transit-oriented mixed use development	Purchased with Housing Set Aside	In WBUV Plan Area
	Successor Agency		011-301-024-000	1571 DEL MONTE	Vacant Commercial Building/Lot		Mixed-Use (MX-WBUV)	Transit-oriented mixed use development	Purchased with Housing Set Aside	In WBUV Plan Area
<b>9</b>	<b>1533 DEL MONTE BOULEVARD</b>									
	Successor Agency		011-301-007-000	1533 DEL MONTE	Undeveloped Parcel		Mixed-Use (MX-WBUV)	Transit-oriented mixed use development		In WBUV Plan Area

\*This document is a work in progress. Ownership and acquisition source of funds must be verified with backup documentation.

\*Ability to move forward with site development is limited by available water supply/allocation.

<b>10</b>	<b>BROADWAY AVENUE AND TERRACE STREET</b>								
	Successor Agency	012-191-001-000	1104 OLYMPIA	Undeveloped parcel		Commercial Mixed-Use (CMX)	County Health Clinic		
	Successor Agency	012-191-002-000	OLYMPIA	Undeveloped parcel		Commercial Mixed-Use (CMX)	County Health Clinic		
	Successor Agency	012-191-003-000	1116 OLYMPIA	Undeveloped parcel		Commercial Mixed-Use (CMX)	County Health Clinic		
	Successor Agency	012-191-004-000	1119 OLYMPIA	Undeveloped parcel		Commercial Mixed-Use (CMX)	County Health Clinic		
	Successor Agency	012-191-013-000	BROADWAY	Undeveloped parcel		Commercial Mixed-Use (CMX)	County Health Clinic		
	Successor Agency	012-191-016-000	1173 BROADWAY	Vacant Building		Commercial Mixed-Use (CMX)	County Health Clinic		Kick Boxing Studio
	Successor Agency	012-191-017-000	1125 BROADWAY	Undeveloped parcel		Commercial Mixed-Use (CMX)	County Health Clinic		
	Successor Agency	012-191-021-000	BROADWAY	Undeveloped parcel		Commercial Mixed-Use (CMX)	County Health Clinic		
	Successor Agency	012-191-023-000	BROADWAY	Undeveloped parcel		Commercial Mixed-Use (CMX)	County Health Clinic		
	Successor Agency	012-191-024-000	BROADWAY	Undeveloped parcel		Commercial Mixed-Use (CMX)	County Health Clinic		
	Successor Agency	012-191-025-000	1193 BROADWAY	Undeveloped parcel		Commercial Mixed-Use (CMX)	County Health Clinic		
	Successor Agency	012-191-028-000	1137 BROADWAY	Leased Building		Commercial Mixed-Use (CMX)	County Health Clinic		Hair Studio
	Successor Agency	012-191-029-000	BROADWAY	Undeveloped parcel		Commercial Mixed-Use (CMX)	County Health Clinic		
<b>11</b>	<b>1264-1284 BROADWAY AVENUE (Troia Building)</b>								
	Successor Agency	012-193-008-000	1264 BROADWAY	Parking lot		Commercial Mixed-Use (CMX)	Former Police Substation		Troia Building
	Successor Agency	012-193-009-000	1272 BROADWAY	Vacant Commercial Building		Commercial Mixed-Use (CMX)	Former Police Substation		Troia Building
	Successor Agency	012-193-010-000	BROADWAY	Vacant Commercial Building		Commercial Mixed-Use (CMX)	Former Police Substation		Troia Building
	Successor Agency	012-193-011-000	1284 BROADWAY	Vacant Commercial Building		Commercial Mixed-Use (CMX)	Former Police Substation		Troia Building
<b>12</b>	<b>LA SALLE HOMES (1600 &amp; 1624 La Salle)</b>								
	Successor Agency	012-853-025-000	1600 LA SALLE	Single-Family Dwelling (Vacant)		Med Density SF Residential	Former RDA offices	Purchased with CDBG Funds	La Salle Homes
	Successor Agency	012-853-026-000	1624 LA SALLE	Single-Family Dwelling (Vacant)		Med Density SF Residential	Former RDA offices	Purchased with CDBG Funds	La Salle Homes
<b>13</b>	<b>SEASIDE RESORT DEVELOPMENT</b>								
	Successor Agency	031-051-030-000	Bayonet and Blackhorse Golf Course	Hotel Parcel 1		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency	031-051-031-000	Bayonet and Blackhorse Golf Course	Hotel Parcel 2		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency	031-051-032-000	Bayonet and Blackhorse Golf Course	Timeshare Parcel 1		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency	031-051-033-000	Bayonet and Blackhorse Golf Course	Timeshare Parcel 2		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency	031-051-034-000	Bayonet and Blackhorse Golf Course	Timeshare Parcel 3		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency	031-051-035-000	Bayonet and Blackhorse Golf Course	Residential Parcel 1		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency	031-051-036-000	Bayonet and Blackhorse Golf Course	Residential Parcel 2a		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency	031-051-037-000	Bayonet and Blackhorse Golf Course	Residential Parcel 2b		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency	031-051-038-000	Bayonet and Blackhorse Golf Course	Residential Parcel 3		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency	031-051-041-000	Bayonet and Blackhorse Golf Course	Residential Parcel 6		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency	031-052-031-000	Bayonet and Blackhorse Golf Course	Residential Parcel		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency	031-052-032-000	Bayonet and Blackhorse Golf Course	Residential Parcel		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency	031-052-033-000	Bayonet and Blackhorse Golf Course	Residential Parcel		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA

\*This document is a work in progress. Ownership and acquisition source of funds must be verified with backup documentation.

\*Ability to move forward with site development is limited by available water supply/allocation.

	Successor Agency		031-052-034-000	Bayonet and Blackhorse Golf Course	Residential Parcel		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency		031-052-035-000	Bayonet and Blackhorse Golf Course	Residential Parcel		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency		031-052-036-000	Bayonet and Blackhorse Golf Course	Residential Parcel		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency		031-052-037-000	Bayonet and Blackhorse Golf Course	Residential Parcel		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency		031-052-038-000	Bayonet and Blackhorse Golf Course	Residential Parcel		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
	Successor Agency		031-052-039-000	Bayonet and Blackhorse Golf Course	Residential Parcel		Fort Ord Visitor-Serving Commercial	Seaside Resort Development	Purchased by City from Army	Under DDA
<b>14</b>	<b>GENERAL JIM MOORE AND EUCALYPTUS</b>									
	Successor Agency		031-151-059-000	Eucalyptus/Gen Jim Moore Blvd "First Tee Site"	Undeveloped parcel		Open Space Recreation (OSR)	Proposed Trade and Exposition District	Transferred by Army through FORA	Part of Seaside East Conceptual Master Plan
<b>15</b>	<b>PROJECTS AT MAIN GATE</b>									
	Successor Agency		031-151-013-000	Main Gate/Light fighter Drive	Undeveloped parcel		Regional Commercial (CRG)	The Projects at Main Gate Specific Plan	Transferred by Army through FORA	Light fighter Drive ROW needs to be separated from parcel
<b>16</b>	<b>OPEN SPACE PARCEL</b>									
	Successor Agency		031-151-012-000	1st Ave/Light fighter Drive	Undeveloped parcel		Open Space Recreation (OSR)		Transferred by Army through FORA	
<b>17</b>	<b>SURPLUS II PLANNING AREA</b>									
	Successor Agency		031-151-029-000	Surplus II	Vacant Lot/ Building		Commercial Mixed-Use (CMX)		Transferred by Army through FORA	KB/Bakewell interest to master develop
	Successor Agency		031-151-031-000	Surplus II	Shea Gymnasium		Commercial Mixed-Use (CMX)		Transferred by Army through FORA	Sports Dialog interest to master develop
	Successor Agency		031-151-032-000	Surplus II	Vacant Lot/ Building		Commercial Mixed-Use (CMX)		Transferred by Army through FORA	KB/Bakewell interest to master develop
	Successor Agency		031-151-039-000	Surplus II	Vacant Lot/ Building		Commercial Mixed-Use (CMX)		Transferred by Army through FORA	KB/Bakewell interest to master develop
	Successor Agency		031-151-040-000	Surplus II	Vacant Lot/ Building		Commercial Mixed-Use (CMX)		Transferred by Army through FORA	KB/Bakewell interest to master develop
	Successor Agency		031-261-003-000	Surplus II	Vacant Lot/ Building		Commercial Mixed-Use (CMX)		Transferred by Army through FORA	KB/Bakewell interest to master develop
	Successor Agency		031-261-004-000	Surplus II	Vacant Lot/ Building		Commercial Mixed-Use (CMX)		Transferred by Army through FORA	KB/Bakewell interest to master develop
<b>18</b>	<b>TANK SITE</b>									
	Successor Agency		031-151-045-000	Tank Site	Undeveloped parcel		Single Family Residential (R-12)		Transferred by Army through FORA	
	Successor Agency		031-151-046-000	Tank Site	Undeveloped parcel		Single Family Residential (R-12)		Transferred by Army through FORA	

\*This document is a work in progress. Ownership and acquisition source of funds must be verified with backup documentation.

\*Ability to move forward with site development is limited by available water supply/allocation.



**1350 Del Monte Blvd.**



**1441 Canyon Del Rey Blvd.**



**1271 Canyon Del Rey Blvd.**



**1380 Canyon Del Rey Blvd.**



**1372 Canyon Del Rey Blvd.**



**307 Roberts Avenue**



**1561 Del Monte Blvd.**



**1569 Del Monte Blvd.**



**1533 Del Monte Blvd.**



**1173 Broadway Blvd.**



**1137 Broadway Blvd.**



**Broadway and Terrace**



**Broadway and Terrace**



**Troia Building**



**La Salle Homes**



**La Salle Homes**



05.29.2012 16:13

**Seaside Resort Development The Enclave**



**General Jim Moore and Eucalyptus**



**Main Gate**



**OSR Parcel First and Light Fighter Dr.**



**Surplus II Planning Area 2**



**Surplus II Planning Area 3**



**Surplus II Planning Area 4**



**Surplus II Planning Area 5**

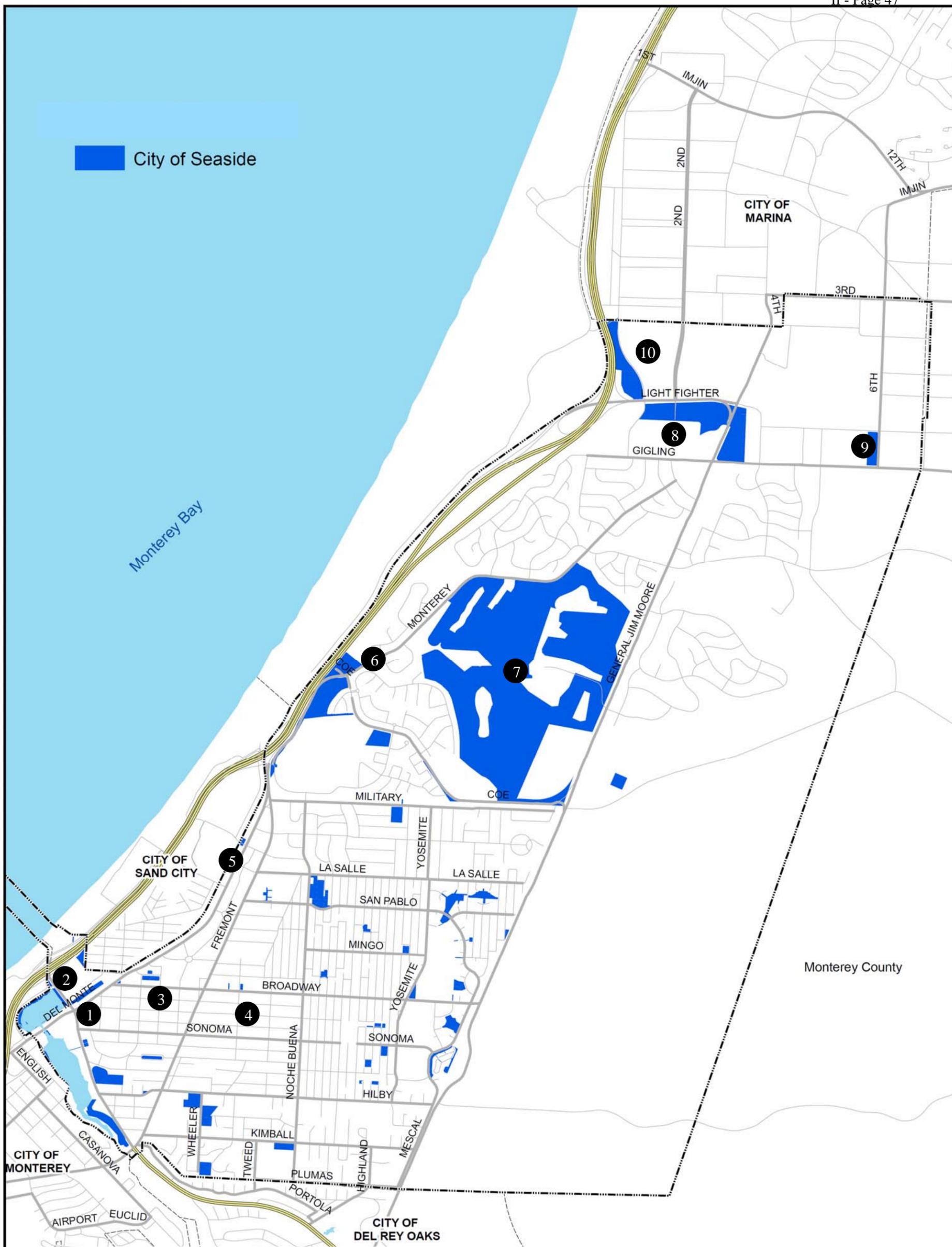


**Shea Gymnasium**



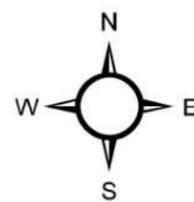
**Colonel Durham**

City of Seaside



- |   |                                   |    |   |
|---|-----------------------------------|----|---|
| 1 | 1348-1364 Canyon Del Rey Blvd.    | 6  | Shoppette Site                                    |
| 2 | Laguna Grande Shopping Center     | 7  | Bayonet & Black Horse Golf Courses/Seaside Resort |
| 3 | City Corporation Yard             | 8  | 26 Acres South of Lightfighter                    |
| 4 | Broadway Terrace                  | 9  | American Youth Hostel                             |
| 5 | Corner of Del Monte Blvd. & Playa | 10 | Projects at Main Gate                             |

All parcel not numbered are public right of ways, parks, or facilities



Prepared 6/14/12

City Owned-Properties										
	Ownership	Deed/Transfer Date	APN	Street Address	Description	Size	Zoning	Current/Proposed Use	Acquisition Info	Comments
1	<b>1348-1364 CANYON DEL REY BOULEVARD</b>									
	CITY OF SEASIDE		011-345-023-000	1348 CANYON DEL REY	undeveloped parcel		Parks and Open Space (POS -WBUV)	Canyon Del Rey Roadway Improvements and open space	Purchased w/ Agency funds - but for City Project (road-widening) / currently house is affordable housing	In WBUV Plan Area
	CITY OF SEASIDE		011-345-024-000	CANYON DEL REY	undeveloped parcel		Parks and Open Space (POS -WBUV)	Canyon Del Rey Roadway Improvements and open space	Purchased w/ Agency funds - but for City Project (road-widening)	In WBUV Plan Area
	CITY OF SEASIDE		011-345-025-000	1364 CANYON DEL REY	undeveloped parcel		Parks and Open Space (POS -WBUV)	Canyon Del Rey Roadway Improvements and open space	Purchased w/ Agency funds - but for City Project (road-widening)	In WBUV Plan Area
	<b>LAGUNA GRANDE SHOPPING CENTER</b>									
	CITY OF SEASIDE		011-561-028-000	CANYON DEL REY				sand dune behind Laguna Grande Shopping Center		
	<b>CITY CORPORATION YARD</b>									
	CITY OF SEASIDE		011-553-011-000	OLYMPIA	City Corp Yard				Purchased with CDBG funds	
	CITY OF SEASIDE		011-553-012-000	OLYMPIA	City Corp Yard				Purchased with CDBG funds	
	CITY OF SEASIDE		011-553-025-000		City Corp Yard				Purchased with CDBG funds	
	CITY OF SEASIDE		011-556-001-000	OLYMPIA	City Corp Yard				Purchased with CDBG funds	
	CITY OF SEASIDE		011-556-003-000	BROADWAY	City Corp Yard				Purchased with CDBG funds	
	CITY OF SEASIDE		011-556-004-000	BROADWAY	City Corp Yard				Purchased with CDBG funds	
	CITY OF SEASIDE		011-556-005-000	BROADWAY	City Corp Yard				Purchased with CDBG funds	
	<b>BROADWAY AVENUE AND TERRACE STREET</b>									
	CITY OF SEASIDE		012-191-022-000	TERRACE				Part of Broadway/Terrace site assembly		
	<b>DEL MONTE BOULEVARD AND PLAYA</b>									

\*This document is a work in progress. Ownership and acquisition source of funds must be verified with backup documentation.

\*Ability to move forward with site development is limited by available water supply/allocation.



	<b>LAGUNA GRANDE SHOPPING CENTER PARKING AREA</b>								
	PARKING AUTHORITY OF THE		011-561-013-000	CANYON DEL REY	Laguna Grande Shopping Center Parking Area		Regional Commercial (CRG)	Surface Parking Lot	Grant Deed governs property
	PARKING AUTHORITY OF THE		011-561-014-000	CANYON DEL REY	Laguna Grande Shopping Center Parking Area		Regional Commercial (CRG)	Surface Parking Lot	Grant Deed
	PARKING AUTHORITY OF THE		011-561-015-000	CANYON DEL REY	Laguna Grande Shopping Center Parking Area		Regional Commercial (CRG)	Surface Parking Lot	Grant Deed
	PARKING AUTHORITY OF THE		011-561-016-000	CANYON DEL REY	Laguna Grande Shopping Center Parking Area		Regional Commercial (CRG)	Surface Parking Lot	Grant Deed
	PARKING AUTHORITY OF THE		011-561-017-000	CANYON DEL REY	Laguna Grande Shopping Center Parking Area		Regional Commercial (CRG)	Surface Parking Lot	Grant Deed
	PARKING AUTHORITY OF THE		011-561-019-000	CANYON DEL REY	Laguna Grande Shopping Center Parking Area		Regional Commercial (CRG)	Surface Parking Lot	Grant Deed
	PARKING AUTHORITY OF THE		011-561-027-000	CANYON DEL REY	Laguna Grande Shopping Center Parking Area		Regional Commercial (CRG)	Surface Parking Lot	Grant Deed

\*This document is a work in progress. Ownership and acquisition source of funds must be verified with backup documentation.

\*Ability to move forward with site development is limited by available water supply/allocation.



**1348-1364 Canyon Del Rey Blvd.**



**1348-1364 Canyon Del Rey Blvd.**



**City Corporation Yard**



**City Corporation Yard**



**City Corporation Yard**



**Broadway and Terrace**



**Del Monte Blvd. and Playa**



**Shoppette**



05.29.2012 15:56

**Bayonet and Blackhorse Golf Course**



05.29.2012 16:24

**Bayonet and Blackhorse Golf Course**



**26 acres south of Light Fighter Dr.**



**Thrift Shop**



**Burger King**



**Burger King**



**Firehouse**



**Drumstick at First Ave. and Light Fighter Dr.**

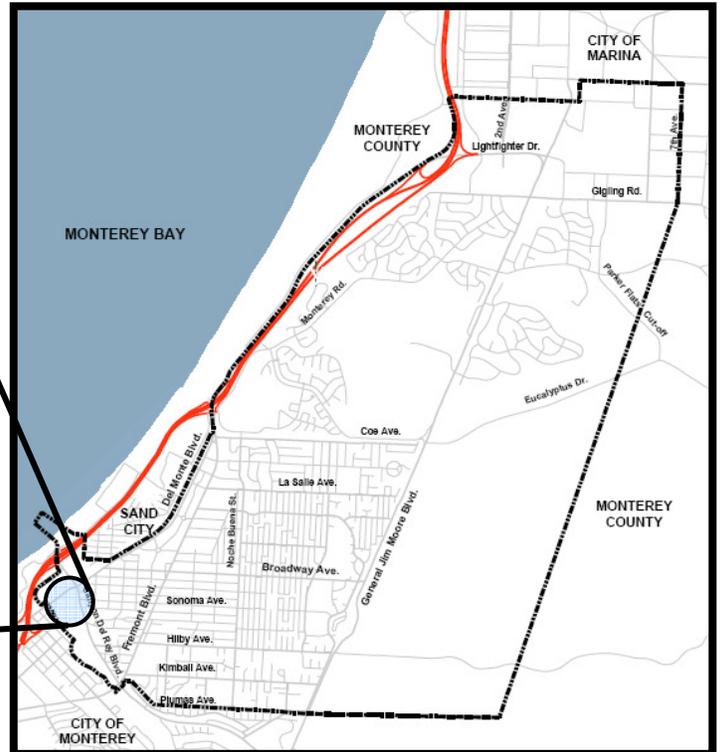


**Drumstick at First Ave. and Light Fighter Dr.**



**Laguna Grande Parking Lot**

# 1350 DEL MONTE BOULEVARD



# 1350 DEL MONTE BLVD.

## OPPORTUNITY SITE SUMMARY SHEET

### APN/PROPERTY OWNERSHIP

- ❖ Assessor Parcel Number: 011-401-023
- ❖ The Site was owned by the City until July 2010 at which point it was transferred to the Redevelopment Agency of the City of Seaside for the purpose of developing it with a visitor-serving commercial use. Reso No. 10-36 (Agency)

### SITE DESCRIPTION

***Site Location.*** The Site is an approximately 2.19 acre vacant parcel located on the southeast side of Del Monte Boulevard facing Roberts Lake to the north-northwest, and bordered by Laguna Grande Regional Park and Lake to the southeast. The channel connecting Robert's Lake with Laguna Grande Lake runs along the east-northeast boundary of the Site. The west-southwest boundary of the Site lies on the Seaside-Monterey city limit line at Myers Street. Portions of the Site – a 125 foot-wide buffer along the edge of Laguna Grande Lake that borders the property and a 100 foot-wide buffer along the western boundary of the channel connecting Roberts Lake and Laguna Grande Lake are within the California Coastal Zone Boundary.

***Site Description.*** The Site, which is mostly level, is predominately fill material and covered by disturbed vegetation. It was formerly the location of an automobile wrecking yard.

***Surrounding Land Uses.*** Land uses within the vicinity of the Site include hotel, commercial, retail, and recreational facilities. Immediately adjacent to the east-northeast proposed project site boundary is a four story, 143-room Holiday Inn Express. A twelve story, 225-room Embassy Suites Hotel is located beyond the Holiday Inn Express at the southeast corner of Del Monte Boulevard and Canyon Del Rey Boulevard. A two story La Quinta Inn motel is located directly across from the proposed project site on Del Monte Boulevard to the west-northwest. A hardware store and residences are located on the west and southwest boundary of the proposed project site. Additional shopping and service facilities are in close proximity to the proposed project site. The proposed project site is on the fringe of the City of Seaside urban area and so it is both characterized by its urban surroundings and the natural setting of the adjacent Laguna Grande Lake and Park to the south, and Roberts Lake and Monterey Bay to the north.

### PAST PROPOSALS

Three types of development have been considered on the Site: a five-story commercial office building; multiple hotel proposals; and an 83 seat restaurant. A brief description of each type of use is outlined below.

#### ***Commercial Office Building***

In the mid 1980's, City of Seaside and California Coastal Commission approval was granted for a 5-story office building proposed by the City. The City chose not proceed with the project.



# 1350 DEL MONTE BLVD.

## OPPORTUNITY SITE SUMMARY SHEET

### ***Hotel Development***

In the past, the former Redevelopment Agency issued multiple Requests for Proposals (RFP) soliciting a hotel development on the Site. The initial proposal considered in the late 1990's was for a 250-room, full service Marriott Hotel. Subsequent RFPs in 2003 and 2005 sought a 130-140 room select or limited service hotel. The 2007 RFP resulted in the Agency entering into an Exclusive Negotiating Agreement for the development of a 98-room Marriot Spring Hill Suites. Due to the economic downturn and the inability to obtain project financing, the Applicant withdrew its proposal. In 2009, the Agency released a final RFP to solicit proposals for a 98-room select or limited service hotel. At the close of the submittal period only one incomplete proposal was received.

### ***83 seat restaurant***

In 2009, the Agency received a proposal from In-N-Out Burgers for an 83 seat restaurant and drive-through facilities. Complete applications were submitted and an Environmental Impact Report was prepared and certified by the City Council in July 2011. The project did not move forward because the Exclusive Negotiating Agreement between the Agency and the Applicant was allowed to expire in June 2011 by the Agency Board.

### **PLANNING FACTORS**

*2004 General Plan.* The 2004 Seaside General Plan designates the Site as Regional Commercial (RCC) which is intended for uses defined as large scale commercial development with retail, entertainment, and or service uses of a scale and function to serve a regional market. General Plan's economic development goals focus on the generation of a stable, long-term stream of revenue to fund city services through the attraction of new regional and visitor serving businesses. The General Plan's land use policies emphasize obtaining a jobs/housing balance and the full and efficient use of vacant and underutilized parcels. In addition, the General Plan states that all new development shall 1) fund its fair share of community services and facilities; 2) use quality design and materials; and 3) be compatible with surrounding uses, the site and available infrastructure.

*2006 Zoning Ordinance.* The City Zoning Code Title 17 designates the Site as Regional Commercial (CRG). The CRG zone is applied to areas of the City that are appropriate for large scale commercial development with retail, entertainment, and/or service uses, business parks of a scale and function to serve a regional market. Allowable land uses may include hotels, restaurants, visitor-serving retail, and movie theaters. A Use Permit is required for restaurant and hotel uses.

*Local Coastal Plan.* As mentioned above portions of the Site are within the California Coastal Zone Boundary. Development within the Coastal Zone may not commence until a Coastal Development Permit (CDP) has been issued by either the California Coastal Commission (Coastal Commission) or by a local government that has a certified Local Coastal Program (LCP). It is anticipated that the Coastal Commission will consider certification of the Land Use Program component of Seaside's LCP in November 2012, and the Coastal Implementation Plan (CIP) in December 2012.



# 1350 DEL MONTE BLVD.

## OPPORTUNITY SITE SUMMARY SHEET

### PHYSICAL FACTORS

*Parcel size and amount of developable land.* The 2.19 Site is predominately fill material and covered by disturbed vegetation. In 2008, LSA Associates, Inc. (LSA) prepared a jurisdictional delineation of potential wetlands and waters subject to the jurisdiction of the United States and the State of California within the Site. This report addressed the requirements of the federal Clean Water Act (CWA), the California Fish and Game Code, and the California Coastal Act. The report determined that .48 acres of the Site is categorized as a type of wetland leaving 1.7 acres of developable land.

*Site Contamination.* The Site's soil and groundwater have been impacted by its past use as an automobile salvage yard. To prevent further spreading of identified pollutants, the Site will require encapsulation through construction of impervious surfaces, such as buildings and surface parking lots. Any major site grading, excavation and other land-disturbing activities would require approval from Monterey County Environmental Health and Safety. This requirement, in addition to a high water table, prevents subterranean development, such as an underground parking area, on the Site.

*Utilities.* Connections to all necessary utility services (e.g., wastewater, water, and stormwater) are located adjacent to the Site.

*Wastewater-* On November 10, 1992 an Agreement to Allow Connection to Sanitary Sewer Systems (Agreement) was entered in to by the City of Monterey and the SCSD. Through this Agreement, the City of Monterey would allow the SCSD to utilize the City of Monterey's sanitary sewer collection system for sewer services for the parcel of land on which the proposed project would be developed. The agreement specifies that the average volume of sanitary sewage flow shall not exceed 4,000 gallons per day (gpd) with peak flows not to exceed 8,000 gpd in any 24-hour period. The agreement between the City of Monterey and the SCSD to allow the proposed development to connect to the City of Monterey's sewer system terminates on November 9, 2012. The Environmental Impact Report (EIR) prepared for the 83 seat restaurant stated projected average daily wastewater flows of 3,850gpd and peak flows of approximately 5,775 gpd, which are within the maximum flows allowed under the Agreement with Monterey.

*Water -* In 2010, the Agency authorized a water allocation and obtained a water permit from the Monterey Peninsula Water Management District (MPWMD) to service an 83-seat restaurant. The water permit authorized the use of 4.756 acre feet of water for an 83 seat restaurant. Once the permit was granted, the Agency proceeded to obtain a permit to install a water meter from California-American Water (Cal-Am).

*Stormwater-* In regards to stormwater, the City requires that post development runoff not exceed pre-development runoff. Future development would be required to filter and treat stormwater run-off prior to discharge into Laguna Grande Lake or the Channel.

*Natural Hazards.* The following natural hazards were identified in the 83 seat restaurant EIR and would apply to any development on the Site.



# 1350 DEL MONTE BLVD.

## OPPORTUNITY SITE SUMMARY SHEET

**Flooding-** The Site is located within the 100 year Flood Plain. In the Laguna Grande Lake area, no habitable structure shall be allowed at an elevation lower than 12 feet above mean sea level.

**Earthquakes-** The Site lies within the Monterey Bay fault zone, a seismically active area. It is also in an area identified as having high liquefaction potential, as it has historically occurred near the site. Liquefaction refers to the liquefied condition and subsequent softening that can occur in soils when they are subjected to strains caused by a seismic event. Liquefaction could result in settlement and possible damage to the building, underground utility pipes, pavement and other improvements.

**Seiches-** Seiches are standing waves created by seismically-induced ground shaking (or volcanic eruptions or explosions) that occur in large, freestanding bodies of water. There is potential for a seiche to affect the Site due to its proximity to the Lake and channel.

**Tsunamis-** Tsunamis are a series of waves caused by earthquakes, eruptions or landslides on the seafloor or in coastal areas. The Site has been identified as being within a tsunami inundation zone and the City's Tsunami Evacuation Zone.

*Traffic.* Any future development on the Site would require a detailed traffic impact analysis to take into account traffic volume and circulation impacts resulting from the proposed project. Based on the Traffic Impact Analysis prepared for the 83-seat restaurant, it was been determined that Site development would have a significant and unavoidable impact at the following three intersections. These impacts apply to any development that would be proposed. One vehicular trip triggers the impact.

- Fremont Boulevard/Del Monte Boulevard
- State Route 1 (SR-1) southbound on-ramp/Del Monte Boulevard (Caltrans)
- Canyon del Rey Boulevard/SR-1 northbound ramps (Caltrans)

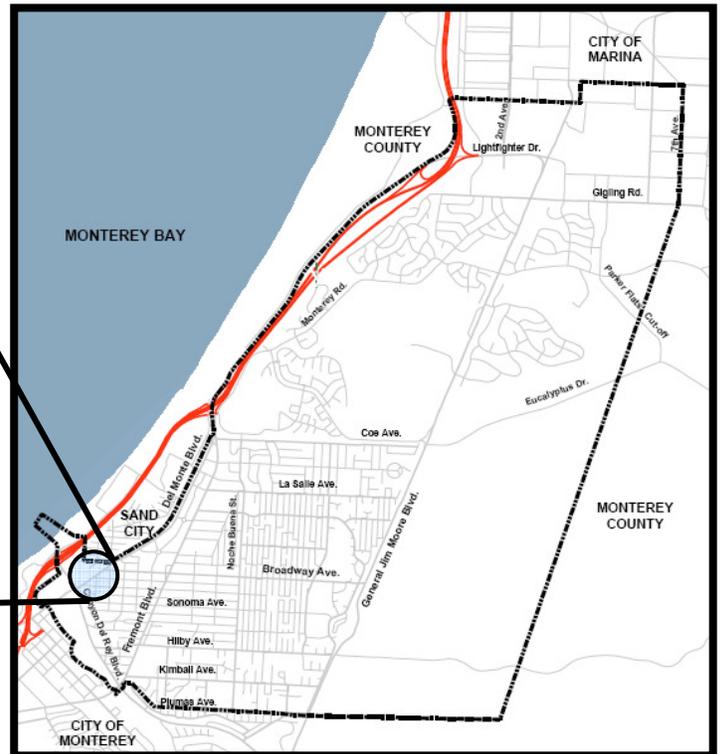
### **RECOMMENDED NEXT STEPS**

Recommended next steps are as follows.

- ❖ By November 1, 2012: Obtain final legal counsel opinion in regards to disposition and development of the Site in advance of adoption of the Property Management Plan allowed under AB 1484
- ❖ By December 20, 2012 Present Highest and Best Use Analysis to Successor Agency Board for consideration



# 1561-1571 DEL MONTE BOULEVARD



# 1561-1571 DEL MONTE BLVD.

## OPPORTUNITY SITE SUMMARY SHEET

### APN/PROPERTY OWNERSHIP

- ❖ Assessor Parcel 011-301-010-000, 011-301-011-000, 011-301-023-000, & 011-301-024-000
- ❖ Purchased with Housing Set Aside; Reso No. 09-01-MERG-01 (Agency) Jan. 15, 2009

### SITE DESCRIPTION

**Site Location.** The Site is located near the southwestern entrance to Seaside on the northwesterly side of Del Monte Boulevard between Broadway and Palm Avenues. Access to the Highway 1 freeway is approximately one-half mile to the northwest.

**Site Description.** The Site consists of four lots partially improved with two vacant commercial buildings in fair to average condition. The property has a total area of 1,436 square feet. Other improvements on the property include an asphalt parking lot and driveway a brick patio and metal gate near the front sidewalk and a wood fence along the southwesterly property line.

**Surrounding Land Uses.** The Site is in an area of older commercial uses and newer visitor serving commercial uses. Immediately to the northeast and southwest of the subject property auto-related commercial uses and across Del Monte Boulevard are older commercial uses, some of which are currently vacant. Further to the south, southeast and west are the Embassy Suites and Holiday Inn Express, a recently built Chili's Restaurant and newer shopping centers along Canyon Del Rey and Del Monte Boulevards. There are older houses and city government buildings located to the east and southeast of the subject, on the north side of Canyon Del Rey Boulevard and east side of Harcourt Avenue. Further to the northeast, along Del Monte Boulevard there are numerous commercial uses and the Seaside Auto Mall.

### PAST PROPOSALS

- ❖ Interest has been received by multiple parties proposing to use site for parking, a café and retail

### PLANNING FACTORS

The Site falls within the proposed West Broadway Urban Village Specific Plan area and is zoned Mixed Use (MX). The MX land use designation is intended to accommodate a well integrated mix of high intensity residential, commercial, office and civic uses. Permitted housing densities range from 30 to 60 dwelling units per gross acre.

In order to facilitate and ensure a high level of pedestrian activity, mixed-use buildings are required for all parcels that front onto Broadway Avenue and Del Monte Boulevard. Mixed-use buildings are defined in the Specific Plan as the combining of ground floor



# 1561-1571 DEL MONTE BLVD.

## OPPORTUNITY SITE SUMMARY SHEET

level sales and service uses, including eating and drinking establishments, with residential and/or office uses on upper floor levels.

### **PHYSICAL FACTORS**

*Utilities.* Connections to all necessary utilities services (e.g. wastewater, water, and stormwater) are located adjacent to the Site. Currently the Cal-Am service area is under a Cease and Desist Order (CDO). No development may occur that would intensify water use.

*Traffic.* Any future development on the Site would require a detailed traffic impact analysis to take into account traffic volume and circulation impacts resulting from the proposed project.

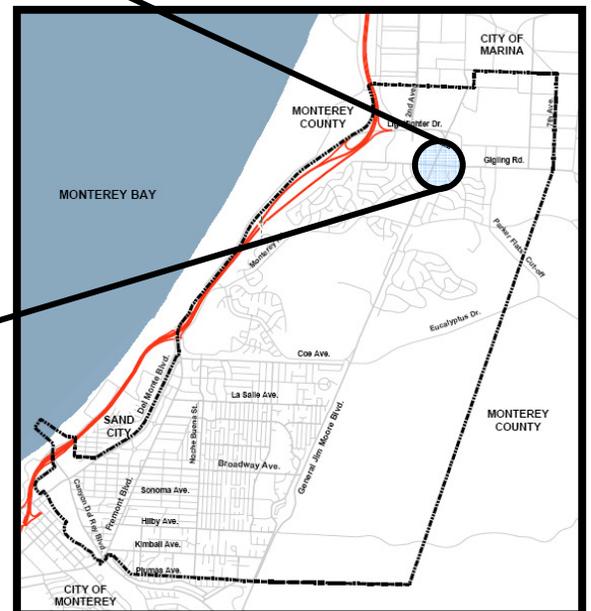
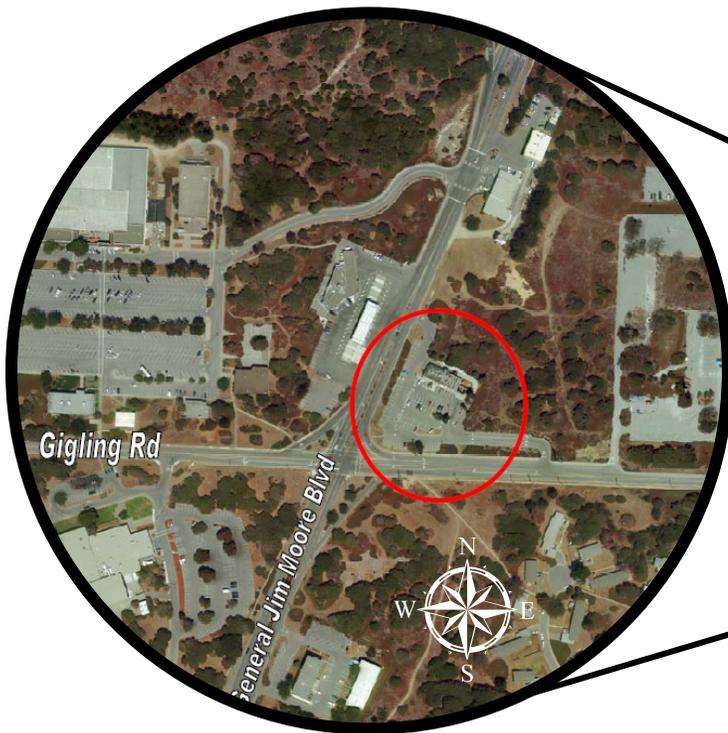
### **RECOMMENDED NEXT STEPS**

Recommended next steps are as follows.

- ❖ By December 15, 2012: Issue Request for Proposal for interim use of the Site for retail and commercial uses as permitted under the WBUV Specific Plan.
- ❖ By February 1, 2013: Present to Successor Agency Board for consideration of proposals for interim use of Site (Strategic Plan Objective 06.2012)



# BURGER KING AT GENERAL JIM MOORE BOULEVARD



# BURGER KING AT GENERAL JIM MOORE BOULEVARD

## OPPORTUNITY SITE SUMMARY SHEET

### APN/PROPERTY OWNERSHIP:

- ❖ Assessor Parcel Number: 031-151-055
- ❖ City received property from Army as part of 2008 Land Swap

### PROPERTY DESCRIPTION

**Site Location.** The Site is located on the northeast corner of General Jim Moore Boulevard and Gigling Road and is not visible from State Route 1. Highway access is to the northwest at the Lightfighter Drive/former Main Gate exit.

**Site Description.** The Site consists of an approximately 3,800 square feet building and a parking lot. The property was formerly developed by the military as Army and Air Force Exchange Service Burger King fast food restaurant serving the Fort Ord community. The use has been abandoned since August 2011.

**Surrounding Land Uses.** Surrounding land uses include the CSUMB Campus to the north; vacant military barracks and the Department of the Defense (DoD) facility to the east; Fort Ord National Monument to the south and east; and Ord Military Community/Presidio of Monterey Annex residential and commercial uses to the west and southwest of the Site.

### PAST PROPOSALS

In the past, the City has received multiple proposals for use of the site including a bakery, pizza parlor and sandwich shop. At the June 2012 Strategic Planning Session, Council directed staff to present to the City Council for action a recommended interim use for the Site on August 16, 2012. Since there was previous interest in the Site, staff was to request interested parties submit a proposal following the Unsolicited Proposal Process. No proposals were received by the deadline of July 16, 2012. At the July 17, 2012 Economic Opportunity Study Session, Council directed staff to issue a Request for Proposals to solicit an interim use of the Site.

### PLANNING FACTORS

The Seaside General Plan and Zoning Ordinance designate the property as "Commercial Mixed-Use.(CMX)" The CMX zone is intended to accommodate retail stores, offices, theaters, restaurants, and other similar and related uses in the context of a mixed-use, pedestrian-oriented development.

**Utilities.** Connections to all necessary utilities services (e.g. wastewater, water, and stormwater) are located adjacent to the Site.



# **BURGER KING AT GENERAL JIM MOORE BOULEVARD OPPORTUNITY SITE SUMMARY SHEET**

*Traffic.* Any future development on the Site would require a detailed traffic impact analysis to take into account traffic volume and circulation impacts resulting from the proposed project.

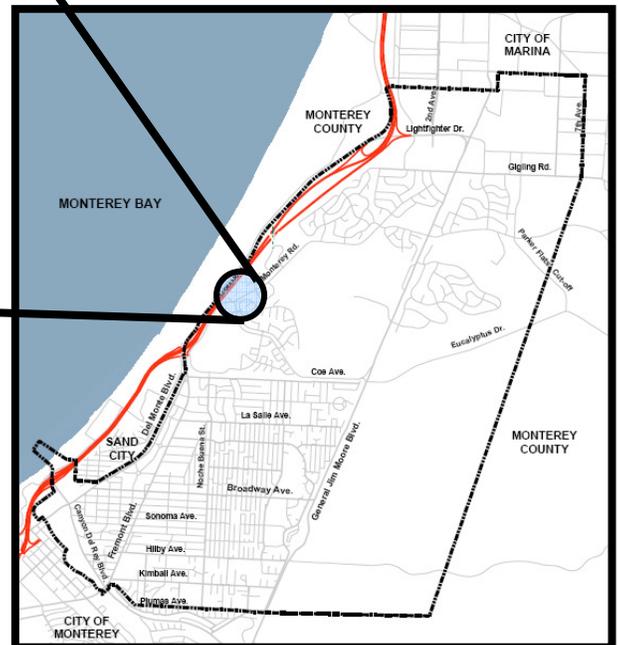
## **RECOMMENDED NEXT STEPS**

Recommended next steps are as follows.

- ❖ By October 30, 2012, issue Request for Proposals for interim use following solicited proposal process (modified Strategic Plan Objective 07.2012)
- ❖ By December 1, 2012 present to City Council for action proposed interim use.



# SHOPPETTE AT MONTEREY ROAD



# SHOPPETTE SITE AT MONTEREY ROAD OPPORTUNITY SITE SUMMARY SHEET

## APN/PROPERTY OWNERSHIP

- ❖ Assessor Parcel Number 031-141-004
- ❖ City of Seaside purchased property in 1995 along with Golf Course and Hayes Housing

## PROPERTY DESCRIPTION

**Site Location.** The Shoppette Site is located at the terminus of Coe Avenue on Monterey Road. State Route 1, the Cabrillo Highway is adjacent and to the west of the Site. Freeway access is approximately one half mile to the south. The property's orientation is not toward the highway, but rather toward nearby residential areas to the north and east.

**Site Description.** The Site consists of approximately 5.24 acres of land that was formerly developed by the military as an Army and Air Force Exchange Service convenience store and gas station to serve the Fort Ord community. The convenience store building is approximately 5000-sq. ft. The fuel service area has four fuel pumping islands and canopies. The use has been abandoned for approximately 15 years.

**Surrounding Uses.** Immediately across Monterey Road lies the 380-unit, single family residential Seaside Highlands project. There are several hundred additional homes, both civilian and military, within a short driving distance of the property.

## PAST PROPOSALS

- ❖ Issued Requests for Proposals seeking a developer (May and October 2009)
- ❖ Received proposal for an assisted living facility and residential/mixed use development (February 2010)
- ❖ Council rejected both proposals and directed staff to proceed with proposal to restore site to former use as convenience store/gas station (Date?)
- ❖ Staff requested project proponent submit a proposal using the Unsolicited Proposal Checklist Form (August 2012)

## PLANNING FACTORS

The Site is currently planned and zoned for Community Commercial development. The CC zone is applied to areas of the City that are intended for retail and service oriented business activities primarily serving the local community or neighborhood. Allowable land uses may include restaurants, supermarkets, health clubs, offices, retail sales, services, personal services, and neighborhood-oriented retail uses.

**Utilities.** Connections to all necessary utilities services (e.g. wastewater, water, and stormwater) are located adjacent to the Site.



## SHOPPETTE SITE AT MONTEREY ROAD OPPORTUNITY SITE SUMMARY SHEET

*Traffic.* Any future development on the Site would require a detailed traffic impact analysis to take into account traffic volume and circulation impacts resulting from the proposed project.

### **Completed Reports/Studies**

- ❖ 1997 Underground Storage Tank Removal Report prepared under authority of the Department of Defense
- ❖ 2007 Former Fort Ord Lands Market Study

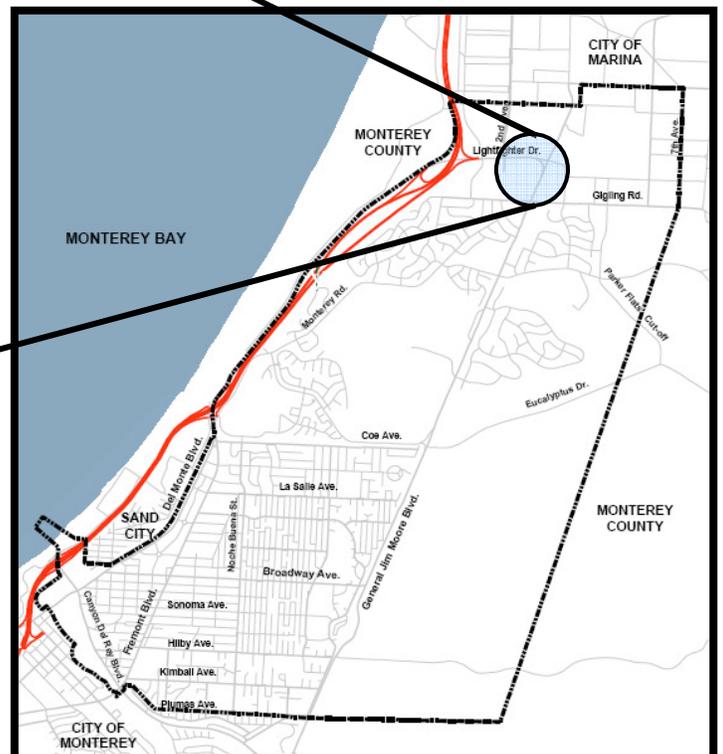
### **RECOMMENDED NEXT STEPS**

Recommended next steps are as follows.

- ❖ Complete the review of unsolicited proposal received on October 9, 2012 from Darryl Choates and two local business people to develop Seaside Highlands Community Retail Center. (Shoppette Site)
- ❖ Present a recommendation to City Council for action at November 15, 2012 meeting.



# 26 ACRES SOUTH OF LIGHTFIGHTER DRIVE



# 26 ACRES SOUTH OF LIGHTFIGHTER DRIVE OPPORTUNITY SITE SUMMARY SHEET

## APN/PROPERTY OWNERSHIP

- ❖ Assessor Parcel Numbers: 031-151-054, 031-151-055, 031-151-056
- ❖ The City acquired the Site through an Exchange of Interests by and Among the City of Seaside, the United States Army, Fort Ord Reuse Authority, California Department of Parks And Recreation, and Central California Council of American Youth Hostels executed in August of 2008, also referred to as the “2008 Land Swap”.

## PROPERTY DESCRIPTION

**Site Location.** The site is primarily served by local streets in addition to access from Highway 1. Lightfighter Drive is the main access point to the site from Highway 1. General Jim Moore Boulevard is the main north-south arterial that services the entire Fort Ord area.

**Site Description.** The City acquired three parcels through the 2008 Land Swap with the Army: “26 acres south of Light fighter Drive”, the Firehouse Parcel and the Burger King Parcel.

“26 acres south of Light fighter Drive - This parcel extends from the southeast corner of Light fighter Drive at First Avenue east to General Jim Moore Boulevard in the former Fort Ord. Except for the Thrift Shop and adjacent parking area, the Site is undeveloped.

Firehouse Parcel – This parcel is developed with a fire station that is operated by the Presidio of Monterey Fire Department. As part of the 2008 Land Swap, the Army retains use of the fire facility through 2023 under a ground lease.

Burger King Parcel – This parcel consists of an approximately 3,800 square feet building and a parking lot. The property was formerly developed by the military as Army and Air Force Exchange Service Burger King fast food restaurant serving the Fort Ord community. The use has been abandoned since August 2011

**Surrounding Uses.** The Site is generally surrounded by the following uses: Highway 1 and state park land along the Pacific Ocean to the west; vacant land planned for retail development and recreational facilities of the California State University at Monterey Bay to the north; lands within the City of Seaside planned for mixed uses to the east; and federally owned lands that are part of the Presidio of Monterey to the south.

## PLANNING FACTORS

The 2004 City of Seaside General Plan identifies the general Site area as the North Gateway area and encourages the development of regional commercial uses that will enhance the identity of Seaside and attract visitors to the area. The Site forms the



## 26 ACRES SOUTH OF LIGHTFIGHTER DRIVE OPPORTUNITY SITE SUMMARY SHEET

southern boundary of the North Gateway area and consists of approximately 38 acres of the former Fort Ord. The Site is zoned Commercial Mixed-Use (CMX). The CMX zone is applied to areas of the City identified by the General Plan as appropriate for pedestrian- and transit-oriented activity centers. The CMX zone is intended to accommodate retail stores, offices, theaters, restaurants, and other similar and related uses together with residential units in the context of mixed use, pedestrian-oriented development, although mixed use development is not required.

The desire is to develop the acreage to complement but not compete with the mix of uses at the Main Gate project, a 53-acre lifestyle mall and 250-room hotel/spa/conference facility that will be built north of the site at the intersection of Lightfighter Drive, 2<sup>nd</sup> Avenue and Highway 1. The vision for this Site is as an entertainment retail project with a potential residential component. The residential is seen as workforce housing targeting faculty and employees of the adjacent California State University at Monterey Bay (CSUMB).

### **PAST PROPOSALS**

***Burger King Parcel.*** In the past, the City has received multiple proposals for use of the site including a bakery, pizza parlor and sandwich shop. At the June 2012 Strategic Planning Session, Council directed staff to present to the City Council for action a recommended interim use for the Site on August 16, 2012. Since there was previous interest in the Site, staff was to request interested parties submit a proposal following the Unsolicited Proposal Process. No proposals were received by the deadline of July 16, 2012. At the July 17, 2012 Economic Opportunity Study Session, Council directed staff to issue a Request for Proposals to solicit an interim use of the Site.

**26 acres south of Lightfighter Drive.** In October 2009, the City entered in to an Exclusive Negotiating Agreement (ENA) with Mid-Coast Holdings, LLC for the development of a luxury auto mall on the Site. As part of the ENA, Mid-Coast agreed to work with the City to incorporate the Monterey Bay Blues Festival (MBBF) proposal for a new office and performance space on the Site. Due to the economic downturn, the proposed project was did not move forward. Beginning in 2011 Season's Management has expressed interest in developing an assisted living facility in the context of a master plan for the entire site.

In addition, since 2009, the City has received interest from multiple parties for use of the Thrift Shop. Table A is a list of interested parties and proposed uses.



## 26 ACRES SOUTH OF LIGHTFIGHTER DRIVE OPPORTUNITY SITE SUMMARY SHEET

**Table A – Thrift Shop Interested Parties**

<b>Interested Party</b>	<b>Proposed Use</b>
Leigh Fitz	Madison House -grief support center
Anis Said/Habitat for Humanity	restaurant/office space for Habitat for Humanity
Reverend Lusk	Seaside Historical Museum
Boy Scouts of America	meeting space
Fort Ord Alumni Association	Museum
Fort Ord Historical Museum	Museum

### **RECOMMENDED NEXT STEPS**

Recommended next steps are as follows.

- ❖ November/December 2012 conduct stakeholder and community meetings to identify desired uses to be included in a proposed master plan.
- ❖ Mid January 2013 release a Request for Qualifications/Proposals for a master plan developer for Site.

