

City of Sand City General Plan 2002-2017

Goals and Policies Relevant to the Vibrancy Plan

COMMUNITY ISSUES AND TRENDS

Old Town (West End)

GOAL 2.1

Transform the Old Town district from an area of heavy industrial, unplanned land use mix and warehouse uses to a planned area of light manufacturing, service commercial and residential uses, with a heavy emphasis toward streetscape beautification.

Policies

2.1.1 Encourage the establishment of new land uses within the Old Town district that:

- Provide goods and services required by the community and surrounding area
- Are generally complementary to other desirable businesses in the area and are residentially compatible in terms of being low-impact neighbors to residential uses

- Contribute to a diversity of activities that could include artisans, ethnic markets, and restaurants, entertainment, and incubator industries
- Provide housing opportunities at appropriate locations, including mixed use development

2.1.2 Prohibit any new self-storage or purely warehouse uses. Expansion of the self storage facilities on California Avenue is permitted, provided that significant upgrading of the entire property is included as a condition to design permit approval.

2.1.3 Encourage facade renovations and the conversion of existing storage facilities to other more active uses. The Redevelopment Agency should develop a façade Improvement program that includes low interest loans for such purposes.

2.1.4 Consider redevelopment options for the "Robinette site" which include one or more of the following uses:

- Public parking facilities with or without mixed commercial uses
- 20 to 30 multiple-family housing units
- Commercial use(s) which will draw people into the Old Town district

Implementation Programs

2.1.a. Adopt a revised zoning classification for mixed use development. These new zoning standards should

be adopted at the same time the General Plan is adopted to maintain General Plan and zoning policy consistency.

2.1.b. Implement a facade improvement program to provide low-interest loans to property owners who wish to make improvements to

GOAL 2.2

Create pedestrian-oriented streets in the Old Town district.

Policies

2.2.1 Work toward the development of a unified streetscape with landscape, pedestrian amenities, and appropriate directional signage throughout the Old Town district.

2.2.2

Encourage the establishment of outdoor uses (restaurant seating, etc.) adjacent to public sidewalks provided that an unobstructed corridor is maintained for pedestrian circulation.

Implementation Programs

2.2.a. Prepare and implement a street renovation plan for the Old Town district which has the following components:

- Undergrounding of utilities
- Ornamental street lighting
- Landscape treatments, including extensive street tree plantings
- Street furniture (benches, trash receptacles, kiosks)
- Directional signage to shopping areas and attractions
- Frontage improvements (curbs, gutters, sidewalks, bike paths, or pedestrian paths where sidewalks are not possible due to unlimited curb cuts)
- Public or quasi-public plazas and gathering spaces

2.2.b. Require that new development and redevelopment projects conform to and contribute to adopted streetscape plans.

2.2.c. Amend the City's Street Encroachment Policy and Zoning Ordinance as necessary to allow the establishment of desired outdoor uses within public rights-of-way.

GOAL 2.3
Reduce land use conflicts in the Old Town district.

Policies

2.3.1 The City shall work with the Granite Rock Company to insure that a modernization of their concrete batch plant is designed to be compatible in site plan and construction, with the land use theme for Old Town.

2.3.2 Encourage the establishment of "live/work" units and artisan uses, particularly as a transitional use between residential clusters and commercial and light manufacturing uses.

2.3.3 The former Monterey Sand Company site (Robinette site) should be converted to a mixed-use project including a housing component.

Implementation Programs

2.3.a. Adopt a mixed-use zoning classification.

2.3.b. The Redevelopment Agency should initiate redevelopment projects, if necessary, to eliminate non-conforming heavy commercial and industrial uses.

GOAL 2.4
Reduce land use conflicts created by insufficient parking and loading facilities in the Old Town district.

Policies

2.4.1 Implement the comprehensive parking strategy for Old Town identified in the City's Circulation Element.

2.4.2 Identify appropriate locations for public parking facilities and structures.

2.4.3 Explore the feasibility of designating centrally located loading areas to serve multiple businesses within geographically defined portions of the Old Town district to eliminate current right-of-way obstructions created by haphazard loading and unloading activities.

Implementation Programs

2.4.a Pursue the acquisition of sites identified as appropriate for public or employee parking facilities.

2.4.b. Utilize parking fees, Redevelopment funds, and other available sources to finance the construction of parking improvements.

2.4.c. Work with Old Town business owners to determine the feasibility of utilizing centrally located loading areas and identify the most suitable locations for such facilities.

2.4.d. If considered desirable, pursue right-of-way acquisitions to create centrally located loading facilities in the Old Town district.

GOAL 2.12
Support the efforts of the Sand City Redevelopment Agency to upgrade infrastructure, provide affordable housing opportunities, and remove blight in the Sand City Redevelopment Project Area.

[Note: Changes in State law resulted in the dissolution of the Sand City Redevelopment Agency.]

Policy

2.12.1 Much of the land appropriate for reuse or redevelopment in Sand City should be developed in such a fashion that a variety of compatible uses could be established on the same site. In larger mixed use project site areas (in excess of 25,000 square feet) residential uses should be required where feasible.

Implementation Programs

2.12.a. The City will exercise its redevelopment powers to implement the policies of the General Plan including the acquisition of land for reuse, the funding of public improvement projects such as streets and parks, and provision of financial assistance to developers and homeowners, as deemed necessary.

2.12b. The City will identify large properties or property groups, such as the McDonald and Robinette sites or land within the South of Tioga District, with high development potential and, where warranted, participate in the development of these sites through Redevelopment Agency powers such as land assembly, planning and financing, and the selection of a master developer.

CIRCULATION

GOAL 3.1

Enhance and maintain the Sand City street and highway system to promote the safe and efficient movement of vehicles throughout the city.

Policies

3.1.1 Maintain a minimum level of service of LOS D for all non-freeway streets within the city during peak hours, or as indicated within the Congestion Management Plan of the Transportation Agency of Monterey County (TAMC).

3.1.2 Streets that experience or are forecasted to experience a level of service worse than LOS D shall have priority for improvements.

3.1.3 Coordinate with TAMC to ensure that improvements to State Route 1 and the local transportation system recommended in the *Final Project Study Report for the Route 1 Corridor from Highway 218 to the Fort Ord Main Entrance*, are placed within the Regional Transportation Plan (RTP) and the State Transportation Improvement Program (STIP).

3.1.4 Plan for and develop a better connection between Old Town, South of Tioga, and Destination Commercial districts.

3.1.5 Pursue the development of a new vehicular and/or pedestrian linkage between the Old Town and South of Tioga Coastal districts, as well as pedestrian and aesthetic enhancements to existing coastal linkages at the Tioga Avenue overcrossing and Playa Avenue underpass.

3.1.6 Review all "paper streets" as a prelude to use or abandonment. Decisions to construct or abandon "paper streets" shall be consistent with the land use plan.

3.1.7 Work with the City of Seaside and affected property owners to facilitate the improvement of the existing southern entrance into Sand City from Canyon Del Rey Road if feasible.

3.1.8 Ensure that all regional truck routes affecting Sand City are well-signed and maintained.

3.1.a Update the Capital Improvement Program to prioritize, schedule, and identify funding for improvements proposed within the Circulation Diagram.

3.1.b Consider implementation of alternative and innovative transportation financing methods, such as transportation impact fees, parking revenues, transient occupancy taxes, assessment districts, and other funding sources. Use of the City's building development fee shall continue.

GOAL 3.2

Ensure that the development and maintenance of the street system in Sand City is consistent with the land use policy and other community goals.

Policies

3.2.1 Coordinate land use planning with transportation planning to mitigate the traffic impacts of new development.

3.2.2 Incorporate aesthetic considerations and landscaping as part of facility design. Where major road improvements are constructed, landscaping should be included to reduce negative visual and environmental effects.

3.2.4 Where opportunities exist within the Old Town district, the City will attempt, on a case-by-case basis, usually in conjunction with a larger capital improvement project, to include public spaces for pedestrians, employees, and shoppers to rest and gather for informal social contact.

3.2.5 All streets, pedestrian paths and bike paths should be part of a fully-connected system of interesting routes to all city destinations. The design of these routes should encourage pedestrian and bicycle use and should be defined by landscaping and energy-efficient lighting.

GOAL 3.4

Reduce traffic congestion by the integrated use of alternative transportation modes and encourage use of same.

Policies

3.4.1 Provide for a balance of land uses including housing and job-creating uses within the community to reduce trips and trip lengths and to encourage alternative transportation modes.

3.4.2 Pursue public transit, ride sharing, carpooling, bicycle and pedestrian access, park-and-ride facilities, and other transportation demand management strategies as preferred alternatives over transportation construction projects where feasible. Bicycle and pedestrian facilities should be provided as part of construction of, or improvements to, all major roadways where feasible.

3.4.3 Design new recreational and visitor-oriented development to encourage visitor use of alternative modes of transportation.

GOAL 3.5

Promote the use of transit at an equitable cost and promote para-transit services in Sand City.

Policies

3.5.1 Continue to work with Monterey-Salinas Transit to ensure that adequate access to transit service is provided within the city at a reasonable cost.

3.5.2 Explore feasibility of developing a park and ride facility at California Avenue and the Union Pacific Railroad right-of-way south of Tioga Avenue.

Implementation Programs

3.5.a. Provide reasonable funding, that acknowledges the City's small size, to Monterey-Salinas Transit to ensure that transit service remains available within Sand City.

3.5.b. Consider the need for additional transit stops and related facilities in conjunction with new development or redevelopment projects on California Avenue.

3.5.c. Work with Monterey-Salinas Transit or other appropriate entities to determine the desirability and potential funding sources for construction of a park and ride facility within Sand City.

PARKING

GOAL 3.6

Improve the appearance and safety of streets within the southeast portion of the city through the implementation of a comprehensive parking plan.

Policies

3.6.1 Require that all new development (not necessarily redevelopment) provide adequate on-site parking facilities to accommodate projected parking demand.

3.6.2 Require the incorporation of new on-site parking facilities, the development of temporary or permanent parking facilities on nearby vacant/underutilized property, or the payment of parking "in lieu" fees toward the development of

public parking facilities when land use intensification is proposed on existing sites with inadequate parking.

3.6.3 Plan and facilitate the development of public parking lots and/or structures within the southeast portion of the city by identifying appropriate locations for such facilities and pursuing their acquisition and development.

3.6.4 Consider and include the incorporation of on-street parking improvements (i.e. curbs, pavement markings, signage, etc.) as appropriate within City and/or developer initiated street improvement projects.

3.6.5 Consider the establishment of "Neighborhood Parking Zones" which are oriented toward specific geographical areas and short-term parking alternatives for existing businesses.

3.6.6 Develop and maintain effective enforcement strategies for City adopted parking regulations.

Implementation Programs

3.6.a. Amend the Zoning Ordinance as necessary to incorporate appropriate on-site parking requirements to meet contemporary parking demands generated by potential land uses.

3.6.b. Establish "in lieu" parking fees for proposed public parking facilities. These fees would be applied in instances where land use intensification is proposed on a developed parcel and existing parking facilities are not adequate to meet projected parking demands and the development of additional on-site parking is not feasible.

3.6.c. Consider the option for neighborhood parking permit zones within the community. Conduct a public workshop to discuss permit program options and to solicit preferences of community residents and businesses. Program variables include:

1. Hours and days during which parking restrictions apply.
2. Amount of time a non-permit vehicle may be parked in a permit zone.
3. The number of permits to be granted to residents and businesses.

3.6.d. Consider an ordinance which authorizes the City to establish "Neighborhood Parking Zones" subject to the following provisions:

1. A public meeting process shall be required prior to the establishment of a Permit Zone.
2. Require approval by more than 50% of affected residents, property owners, and business people

attending the hearing prior to establishing the Permit Zone.

3. Parking allocations shall be tailored to the needs of each individual Permit Zone area.

3.6.e. When appropriate, work with business owners to develop employee parking areas on vacant parcels to reduce on-street parking congestion. Require the following implementation measures for temporary and/or permanent off-site employee parking areas:

1. Require that agreements be established between involved property owners when off-site vacant or underutilized land is used to develop private parking facilities.
2. Design lots to include designated ingress and egress points, and include signs stating that the lots are for employee (permit) parking only.
3. Require that parking facilities on vacant or underutilized sites shall be accompanied by irrigation and fast growing tree plantings and vegetative screening.

3.6.f. Modify parking enforcement procedures as follows:

1. Coordinate with the Police Chief to identify enforcement priorities.
2. Install signage to identify adopted parking regulations.
3. Send notices out to businesses documenting parking regulations and enforcement procedures.
4. Issue warning notices during an initial public education period.

3.6.g. Clearly designate the following parking and vehicular restrictions through signage, pavement striping and pavement symbols:

1. "Customer Parking" and "Employee Parking"
2. "Loading Zones" and "No Loading Zones"
3. "30 Minute Limit"

3.6.h. Amend City parking regulations, if necessary, to address specifically the placement of shipping/storage containers, inoperative vehicles and commercial vehicles within public rights-of-way.

3.6.i. Coordinate with the Police Chief in enforcing the new regulations, including working with offending businesses to identify options/solutions.

BICYCLE ROUTES

GOAL 3.7

Encourage the use of bicycling as an alternative mode of transportation.

Policies

3.7.2 Include bicycle and pedestrian facilities within any new connection between the southeast portion of the city and the South of Tioga Coastal district or improvement projects involving the Tioga Avenue overpass and Playa Avenue undercrossing.

3.7.3 A complete, integrated program for future rail, bike lanes, sidewalks and boardwalks, parking and shuttle service should be pursued by the City to connect all districts with the coastal area and to transport visitors to the beach.

Implementation Programs

3.7.a. Make improvements to roads, signs, and traffic signals as needed to improve bicycle travel and safety.

3.7.b. Require the installation of bicycle parking facilities in conjunction with major new commercial and industrial development or redevelopment projects.

PEDESTRIAN FACILITIES

GOAL 3.8

Maximize opportunities to incorporate attractive pedestrian oriented features throughout Sand City.

Policy

3.8.1 Integrate pedestrian facilities in all road improvement and construction projects; where feasible.

RAILWAY SERVICES

GOAL 3.9

Encourage the reestablishment of railroad service both as an alternative mode of transportation and as a stimulus to tourism.

Policies

3.9.1 Actively participate in the re-establishment of railroad service from San Francisco to Seaside, as proposed by the TAMC.

3.9.2 Pursue development of a recreational trail within the existing rail corridor through Sand City.

3.9.3 Extend Sand City shuttle service to the Seaside train depot as soon as resort development has been established.

Implementation Program

3.9.a Work with the Union Pacific Railroad and TAMC to facilitate the installation of the recreational trail envisioned by the City.

ELECTRICITY AND NATURAL GAS

GOAL 3.11

Encourage the conformance of utility systems to community design standards while retaining their essential functions.

Policies

3.11.1 Require that new utilities or necessary extensions for new development and redevelopment projects be installed underground.

3.11.2 Pursue a variety of financing options to accomplish undergrounding of existing overhead utility lines in developed areas of the city.

Implementation Programs

3.11.a. Retain the Underground Utility District throughout the City.

3.11.b. Plan and prioritize the systematic underground conversion of existing overhead utilities in conjunction with the development of comprehensive plans for street improvements described within the Land Use Element.

3.11.c. Design undergrounding projects in a manner that will provide for maximum use of Rule 20A and Rule 32A funds.

3.11.d. Pursue transfers of uncommitted county Rule 20A allocations as appropriate.

AIR QUALITY

GOAL 5.8

Minimize public health hazards due to air pollution and reduce the generation of air pollutants.

Policies

5.8.5 The City shall implement planned street and highway, transit, and bikeway improvements (as may be specified in the Transportation Impact Assessment) as necessary to relieve congestion and reduce vehicular idling.

5.8.6 The City shall encourage the use of alternative forms of transportation by incorporating public transit, bicycle, and pedestrian modes in County

planning processes and by requiring new development to provide adequate pedestrian and bicycle facilities.

PARK & RECREATION FACILITIES

GOAL 5.11

Ensure adequate park sites for future growth in the city.

Policies

5.11.1 Small parks and open space areas to serve individual neighborhoods should be developed as opportunities arise. Passive recreational areas for employment centers should also be addressed.

5.11.2 Parks should be designed for low maintenance. Drought-resistant shrubs and trees should be encouraged in passive recreational areas.

5.11.3 Parks shall be designed to give individuals a sense of security and well-being and should invite use and allow surveillance by surrounding residents of businesses.

GOAL 5.12

Provide recreational opportunities for city residents, employees, and for visitors to the community.

Policies

5.12.1 The City supports the development of a railroad right-of-way linear park if feasible, by participating in its detailed planning and urging early financing for its development.

5.12.2 The Land Use Plan illustrates the proposed recreation and open space plan. The open space system should provide for:

- Increased pedestrian accessibility to the shoreline, except in ecologically sensitive areas
- Local pedestrian and bicycle connections between parks and residential areas
- Increased recreational opportunities in older residential areas
- An integrated open space systems so that all residents may reach the major open space areas easily and safely.

Implementation Programs

5.12.b The City shall observe the provisions of the 1996 Memorandum of Understanding, which include agreement that the acquisition and disposition of land in the South of Tioga Coastal area for park purposes is consistent with the City's General Plan and LCP.

5.12.c Should the City determine that the need exists, the City may adopt an in-lieu fee to finance any needed new park and recreation facilities.

PUBLIC ACCESS

GOAL 5.13

Maintain and improve public access to the Sand City coastline.

Policy

5.13.1 The City shall implement all policies to improve public access to the coastline that are set forth in the City's Local Coastal Program and 1996 MOU.

FIRE HAZARD

GOAL 6.4

Reduce the fire hazard risks within the City.

Policies

6.4.1 Require that all new development and redevelopment of older projects meet state and local standards for fire protection.

6.4.2 Encourage property owners to upgrade existing structures so that they meet all current fire protection standards.

GOAL 6.5

Ensure adequate fire protection for Sand City residents and structures.

Policies

6.5.3 New development shall provide water main extensions, fire hydrants and automatic fire sprinkler systems in accordance with the requirements and policies of the Monterey Fire Department in effect at the time building permits are issued.

6.5.4 The City shall require that all new development conform to water line requirements that ensure adequate flows for fire protection. Unless otherwise stipulated, new water mains should be a minimum of 8- inches in diameter.

Implementation Program

6.5.a. Continue to replace all water lines less than 8- inches in diameter and install gridded water lines to improve flows for fire protection, as funding becomes available.

CRIME PREVENTION

GOAL 6.6

Maintain a safe and secure environment for people and property in Sand City.

Policies

6.6.1 Strive to maintain a standard of at least one officer per 1,000 total population (residents and estimated peak work force) within the city.

6.6.2 Maintain the city's current response times of 3 to 5 minutes for emergencies and a response time of less than 10 minutes for all non-emergency calls.

GOAL 6.7

Reduce the potential for criminal activity and vandalism through proper site design and land use planning.

Policy

6.7.1 Encourage consideration of crime prevention features and techniques in new development and redevelopment project designs.

Implementation Program

6.7.a. Forward all new development applications to the Sand City Police Department to ensure that building and site designs consider utilization of crime prevention features and design techniques.