



Sand City Newsletter

Fall 2016

Priority Setting Workshop:

The City held a Strategic Plan workshop with the City Council, City Administrator, and staff, facilitated by Greg Larson from Management Partners, on June 15, 2016 to discuss issues of importance, including the vision statement and strategic priorities. In preparation of the workshop, Mr. Larson conducted face-to-face interviews with the Mayor and City Council, about their perceptions of recent accomplishments, their priorities for the next two years, and their vision of Sand City by the year 2025.

A biannual update will be provided to the City Council to review and update priorities annually before preparation of the budget. The Strategic Plan is to provide a clear statement of where the City is going and how it intends to get there. A multitude of priorities were discussed, but the primary goals included improvement of City infrastructure, provide effective code enforcement, and create an economic development strategy.

Holiday Tree Lighting

The Sand City annual tree lighting ceremony is scheduled for Friday evening on December 2, 2016.

City Embarks on Vibrancy Planning:

Work is underway on a three year effort to establish a Vibrancy Plan for the City's West End and South of Tioga districts. The goal is to find ways of implementing the General Plan's vision of a vibrant pedestrian friendly community with housing, restaurants, and entertainment, complimenting those artists and service businesses who already have a presence in the City. The Vibrancy Plan will include a vitalization strategy that presents methods to promote new businesses, enhance the visual character, and attract residents and visitors to shop and dine.

Visual changes may include a new park and landscape areas, sidewalk improvements, building facade upgrades, public art, and way-finding signs. The City will explore options for making the West End and South of Tioga more conducive to restaurants, retail shops, entertainment venues, and improved facilitation of public events.



The public is encouraged to participate in the formation of the Vibrancy Plan and the strategies to achieve the City's vision. The City hosted a booth at the West End Celebration to publicize the plan and take suggestions that could help bring vitality to the area. An additional public comment opportunity will be provided before the Vibrancy Plan is finalized for City Council consideration. Ideas can be emailed to the City's Planning Department – any ideas, large or small, are welcome. For additional information on the Vibrancy Plan, visit the Vibrancy Plan's webpage on the City's website.



Juried Art Exhibition

The Sand City Arts Committee organized a juried art exhibition this year, opening in conjunction with the City's Annual West End Celebration and running through September 25th. Fifty-two artists submitted works and participated. An artist's reception was held and awards presented. This event was just prior to the West End's official 'Kick-off-Party' with the intention that folks could go from one event to the other for a complete emersion experience in visual and musical arts. The Art Committee selected Gail F. Enns as the sole juror for this exhibition. Enns has over thirty years experience as a curator and gallery owner; and is currently owner and director of the Green Chalk Contemporary Gallery in Monterey. This art show was showcased at 600 Ortiz Avenue on the ground floor of The Independent building, with support of the Orosco family.



West End Celebration - 15th Year



August 26th through the 28th marked Sand City's 15th annual West End Celebration, open and free to the general public to partake in music, food, and the arts. The event featured live music on multiple stages, over 100 arts and craft vendors, open art studios, and a plethora of food vendors. Among the many tasty delights were Philly cheese-steak sandwiches, Korean BBQ, Bratwurst, and Hawaiian shaved ice; washed down with beer, wine, soda, or even root beer floats. A special feature this year was the 'Spirit Nest', a 14-foot tall structure made from eucalyptus logs and branches (see below left), created by Big Sur artist Jayson Fann by commission from the public library in Basalt, Colorado where it will shipped.

The Friday night 'kick-off-party' was once again held at Robbie Robinson's Carmel Stone Imports warehouse on Contra Costa Street. This event featured Linda Arceo, Monterey County's Red Beans and Rice, and Maria Muldaur. Ticket sales generated funds for "Guitars Not Guns" a non-profit organization helping troubled youths.



Following Saturday's daytime festivities, a Soberanes Fire fundraiser Fashion Show was sponsored by Community Palette and the Sand City Arts Committee; showcasing outfits screen printed with leaf and shell patterns and dresses from mass dried persimmons.

Plans are already underway for next years Celebration, so please join us in 2017.

The Aftermath of Redevelopment

In 2011, the State of California abolished redevelopment law in order to balance the State's Budget. This resulted in the dissolution of all Redevelopment Agencies throughout California, including Sand City's Redevelopment Agency. The primary purpose of a Redevelopment Agency was to revitalize areas that were underutilized and blighted. The Sand Dollar and Edgewater Shopping Centers are perfect examples of how Redevelopment facilitated new development that eliminated blighted properties and provided local economic and job stimulation.

As a requirement of the Redevelopment Agency's dissolution, the City had to prepare a Long Range Property Management Plan that addressed how Sand City would contend with Redevelopment Agency held properties and associated land entitlements. The City's Plan went through a number of reiterations to meet Government Code requirements to the satisfaction of the State Department of Finance. To assist jurisdictions, the Governor's office signed Senate Bill (SB 107) allowing the retention of Agency owned properties dedicated for non-revenue generating public parking. Sand City used this new law to its advantage in maintaining ownership of the Carroll Property and the Community Garden Property; both originally acquired to provide future public parking.

The final version of the Plan was achieved through a collaboration of the City Administrator, City Attorney, and Planning Department staff; where after, it was adopted by an Oversight Board before submission to the State. This Long Range Property Management Plan was finally adopted and accepted by the California Department of Finance.

Street Sweeping

During the past year, the City purchased a new street sweeper. The City has been sweeping the roadways late at night in order to have the lowest impact on vehicular traffic and provide the safest environment possible. We experimented with several days and times in order to balance convenience, safety, and efficiency. From this point forward, Public Works staff will conduct street sweeping operations early Wednesday mornings between midnight and 5am.

In order to provide the best service possible, please remove your vehicles from the roadway during this time. Street sweeping is an important element of our storm water management plan. Sweeping removes potentially toxic debris from the roadway before it can be washed into the storm drains, and into the bay. Sweeping also helps keep the City litter free. Please help the City, do your part, and keep vehicles off of the street during sweeping times.

Website Renovation

The City is excited to announce the launch of the newly renovated and improved City website (www.sandcity.org). The renovation is to provide visitors a more user friendly website with easy access to information about Sand City, available services, and the community as a whole.

Get Out and VOTE!

Voting is not only our right, but it is also our responsibility as citizens of the United States. The City would encourage its citizens to register (if not already) and vote on November 8th. Registration Forms are available at City Hall, 1 Sylvan Park.

As for Sand City, nomination papers were only submitted by one incumbent for the Mayor's position and two incumbents for Council positions. As there was no opposition, the City Council cancelled the municipal election for Sand City in order to avoid expenses to the City for holding an election.



HERO Program

Through partnership with the City of Sand City, the HERO Program is available to property owners as an affordable way to make energy-efficient, water-efficient, and renewable energy upgrades to homes. With HERO, one can get a project started with no upfront costs. Payments are made through property taxes with fixed interest rates and flexible payment terms of up to twenty years. There are over fifty different types of approved projects for every part of one's home.; including solar panels, high-efficiency heating and AC systems, and windows and doors. HERO can also help find a licensed, verified contractor.

The HERO Program upgrades not only benefit the community and the environment, but they can make the home more comfortable, lower utility bills, and increase a property's value over time. To get started, one can call the HERO Hotline at:

855-HERO-411
855-437-6411

Or visit:

www.heroprogram.com/ca/SandCity



Housing Element Update

Sand City received State approval of its Housing Element Update. The Housing Element is one of seven required elements of a City's General Plan. State law requires Housing Elements to be updated once every eight years. The City's Planning consultant, EMC Planning Group, was fundamental in working with City staff in reviewing the Element's goals and policies and updating the document to be compliant with current state law, regional requirements, and development trends for the area. An update evaluates existing and projected housing needs, reviews previous housing goals and programs for prior success and current relevance, and identifies underutilized sites for potential future housing development.

The Housing Element is driven by the City's Regional Housing Needs Allocation (RHNA), which targets housing needs of all income levels. The RHNA is developed by the State and distributed to local jurisdictions by their Council of Government, which for Monterey County is AMBAG (Association of Monterey Bay Area Government).

As part of Sand City's Housing Element update approval by the State Department of Housing and Community Development, there is a condition that the City must ensure sufficient land is appropriately zoned to meet its regional housing allocation. For Sand City, this equates to at least three acres being able to accommodate an additional 89 dwelling units over what is currently allowed by the City's current zoning. City staff, along with assistance from EMC, will be bringing this forward before year's end.

Storm Water Management

Urban storm water runoff is a leading cause of water pollution across the nation and one of the top five contributors to the degradation of lakes, rivers, creeks, and estuaries.



Discharges of storm water in Sand City is regulated by the State Water Resources Control Board and the Federal Clean Water Act; intended to preserve, enhance, and restore the quality of California's water resources and drinking water in protecting both the environment and public health. The cities of Sand City, Seaside, Del Rey Oaks, Monterey, Pacific Grove, Carmel-by-the-Sea and County of Monterey have joined together to develop a regional program for the Peninsula and surrounding areas. Please visit www.montereysea.org for additional information.

Collections Resort

The 'Collections At Monterey Bay' hotel resort project, proposed by King Ventures, was approved by the City in late 2013 to be a 340 room hotel and vacation club with conference facilities, spa, restaurant, and public beach access. The project would also provide the "missing link" of the coastal bike trail and road connection between Sand Dunes Drive and Playa Avenue. After City approval, this project was appealed to the California Coastal Commission by members of the Commission and the Sierra Club on the grounds that the project was not consistent with the Commission's certified Sand City Local Coastal Plan; and in December of 2014, the Commission took jurisdiction over the project's coastal development permit. In addition, the City's certified environmental impact report (EIR) for the project was successfully defended by the City against a lawsuit; an important victory in progressing this project forward. The project is important to address a blighted beachfront property, improve traffic circulation, and generate much needed revenue for the City. Since that time, King Ventures has been working closely with Coastal staff in meeting middle ground to resolve issues.



Desalination Plant Open House:

The City, in conjunction with California-American Water, held an annual open house of its desalination plant on Saturday, September 17, from 10a.m. to 2:00 p.m. This marks the plant's seventh year of operation, which has created opportunities for new development and site revitalization in Sand City; using the latest technology and energy recycling components (see right). California-American Water (Cal-Am) who operates the plant, via contract on the City's behalf, provided the tours and technical explanation along with water conservation materials. Invitations were sent to all City residents and businesses. Over 200 people attended this year's open house, many from the surrounding Peninsula communities and others from various points of California. The desalination plant marks a monumental success by Sand City on the Monterey Peninsula in providing an alternative water source; where all other attempts to date have been mired in political and financial roadblocks.

Home Goods coming to Sand City

Home Goods is moving into Sand City, after closure of Sports Authority at the Edgewater Shopping Center. Home Goods is a chain of home furnishing stores operated by TJX Companies who have 487 stores across the United States and Puerto Rico. TJX owns Marshalls, Sierra Trading Post, and T.J. Maxx. Products: Home Goods provides bedding, furniture, and Housewares. These stores sell items that are name brands, high end, but also at reasonable prices. This is a very popular store. The City anticipates a year end or early 2017 "Grand Opening".

Annual Beach Cleanup

The City sponsored its annual "Beach Cleanup" day on Saturday, September 17; organized and led by City Council woman and Vice-Mayor Mary Ann Carbone, with assistance from the City's public works crew. There were 62 volunteers who collectively filled a 40 cubic yard dumpster with beach trash.



Flagship Resort Closer to Reality

The Monterey Bay Shores Resort is intended to be much more than just a resort; rather it will be a collection of experiences to inspire guests, condo owners, and the Monterey Peninsula Community. After a 23 plus year journey through the permitting process of various agencies, most notably the California Coastal Commission, the project is undergoing final preparations for rough grading, and ultimately construction. The project experienced a number of challenges and legal battles throughout its planning and entitlement period, led by Security National Guarantee and developer Ed Ghandour. This mixed-use upscale resort, as approved by the

Coastal Commission, includes 368 units including 184 hotel rooms, 92 visitor serving condos, 92 residential condominiums, two restaurants, a conference center, and a wellness spa. The resort's design celebrates the dunes and natural marine environment by restoring and improving the coastal ecosystem and diversity on a former sand mining site through significant dune and habitat restoration. The project includes many sustainable elements, such as "green" roofs, renewable energy, optimized energy performance, day-lighting, smart technology.



Convenient beach access and public parking will now be available for the City's northern coastline area. Significant tax revenues are anticipated by the City, to fund public improvements in Sand City such as streets, sidewalks, and the like. There will also be substantial job generation for local residents on all pay scale levels.

Bungalows at East Dunes

Back in 2014, the City approved the 'Bungalows at East Dunes' residential development project in the East Dunes area. This project consisted of ten single family dwellings on several commercial open storage yards. The project was seen as a successful way to eliminate the blighted properties, stimulate property values, and provide for public streets, lights, and sidewalks. The project was originally approved for three phases, which was then combined into two phases. It was the developer's intent to build each house, then selling it to finance the following construction until project completion. The first home has been completed and sold. Street pavement, sidewalks, and decorative street lights were all installed for Phase I of the project. Building permits were issued on the next two homes over the summer.



The project proponent, East Dunes LLC has now sold the remainder of the Bungalows project to Benchmark Communities, who intend to move forward and build the remaining homes simultaneously. The Phase II subdivision map, submitted by Benchmark Communities, is currently under review by the City Engineer, illustrating their commitment to expediting this project's road to completion. Benchmark has assured the City it is their intent to complete the project as it was originally approved.