

## *West Broadway Urban Village Specific Plan*

### **Community Workshop #1**

September 24, 2007

Participants at the first Community Workshop asked the following questions and made the following comments during the large group discussion:

- ◆ Is this process/plan going to involve eminent domain?
- ◆ What makes a great downtown is people.
- ◆ Context: City of Seaside - a city that works for everyone with nobody and nothing left out.
- ◆ Does this provide nourishment for people? If it doesn't, don't do it.
- ◆ How does Seaside currently handle its sewage? How will new development affect the sewage plant?
- ◆ What do you mean by underutilized parcel?
- ◆ The boundary of area doesn't include Highway 218 between Del Monte Boulevard and the ocean. It would be great to have a pedestrian connection to the beach, including a promenade overlooking the Bay. Embassy Suites visitors would benefit too.
- ◆ What is the City's plan to get immigrants involved? Many new families are Latino.
- ◆ Supports city-centered growth. This project is good.
- ◆ Narrow Broadway – either visually or physically. Wants more plazas, places more friendly to pedestrians.
- ◆ Why doesn't the study area include a wider swath along Canyon del Rey? There is opportunity there.
- ◆ Who is on the Advisory Committee? How did they get on the committee? Will there be contact information for the committee members?
- ◆ Postcard view (across Bay, with Embassy Suites visible) is the current identity of Seaside.
- ◆ Emphasize wide variation in ethnic groups in Seaside. Make focal point of identity. (Understanding this may change in the future – as it has changed in the past.)
- ◆ Hesitant about architecture along the street. Wants continuity of design – starting at City Center development. Continuity says “place.”
- ◆ Park, plaza, green, possibly at a corner is important as a meeting place.
- ◆ Seaside Merchants Association. Small businesses (Del Monte Blvd and Broadway) are a mix of various ethnic groups. Mostly Latino. Also an African-American presence. What is the projected displacement factor of those small businesses? Once rents go up, cost of doing business goes up. Displacement: 50%? Would like less than 5%. Want to know what to expect.
- ◆ Would like a plaza – gathering place – used as a community center, for Seaside residents and for residents from elsewhere to use.

- ◆ Seaside should capitalize on its strengths: we have sunshine here, diversity, range of food. Why do the existing food establishments lackluster? Provide dance classes: merengue, salsa. What would bring people to Seaside? A new plaza should be clean and well kept (as opposed to some existing parks which are not).
- ◆ Would like a venue for music, bookstore, literacy center, etc.
- ◆ Broadway is a major artery – concerned about narrowing the street. With development in former Ft. Ord, there will be more traffic. Take traffic into account.
- ◆ We don't have a lot of water. With all the housing in former Ft. Ord, do we need more housing in the Plan Area?
- ◆ Is this a brainstorm or a foregone conclusion? You are going to articulate what *we* want, right?
- ◆ We do have good ethnic restaurants.
- ◆ Doesn't want people coming to Seaside. Likes small town. Doesn't want three stories on Broadway. Think about Clean and Safe. Keep it small. We have our civic functions. We don't need a plaza; we have one in front of City Hall.
- ◆ There is property on Broadway and Palm that needs to be rehabilitated. The City is going in the right direction. Would the City consider changing the name from Broadway to West Broadway?
- ◆ Concerned about historic resources. Are there any buildings of historic value in the Plan Area? What are the ages of buildings?
- ◆ Would like to see the maximum use of parking on Broadway. Should be (at least try) diagonal/angled.
- ◆ Would like three-story buildings, mixed-use with residential. There have always been affordable homes here – would like to see that continue. Condos. Build up. Look at zoning property along Del Monte for visitor lodging (near Broadway). Hotels and workforce housing. No more bars. Hotel on Broadway with nice jazz club.
- ◆ Concerned about lack of sidewalks (specifically on Canyon del Rey).
- ◆ Some houses in the area are rundown and need to be redeveloped. Entice people to do that. Wants a park. There is nothing going on during the weekends. Wants reasons to go to Broadway – such as to get coffee and sit on bench on Broadway.
- ◆ How to get community input with Advisory Committee appointed by City? Wouldn't an elected group be better?
- ◆ Look into population projections. How will there not be more population growth?
- ◆ Proud of our city for providing this opportunity. Have to develop trust. We have to know what we want and know something about what we want.

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**Comment Cards**

Some participants completed and submitted comments written on comment cards. These comments include following:

1. Realistically, a two hour meeting where community input begins in the final half hour does not serve a city in which young families need to get home to their young children. I'd like to see a presence in other ways to invite more of the community into the discussion. Ideas:

- ◆ Independent bookstore with space for events
- ◆ Kitchen or craft store that also provides classes
- ◆ Ice cream parlors
- ◆ Pizza – Seaside has zero individual pizza parlors
- ◆ Outdoor seating that doesn't overlook parking

2. Ideas:

- ◆ Family Entertainment Center: Miniature golf, arcade, midway, baby-teen play. Best of Chuckie Cheese thru Golfland
- ◆ Museums for Historical Artifacts
- ◆ Arts and Entertainment Center: Large venue as part of Reggie Jackson development with rotating exhibits to utilize more local artists
- ◆ Hot Cars, Kool Night expand to include Seaside artists
- ◆ Tour Taste & Talent, Farmers Market, Flea Market
- ◆ Move City Rose Garden from parking lot to a vacant lot

3. Comments:

- ◆ Traffic, Traffic. Broadway is a major artery. Slowing down traffic with speed limits is all that's acceptable. Fire, Police, Medical access will be slowed also.
- ◆ Tall buildings with mixed use will be useless and senseless since there are thousands of homes being built in former Fort Ord and no major routes to move traffic through. Also no water!!!

4. Two comments:

- ◆ One of the things a community loses in a redevelopment or upgrading is a certain relatedness between people. An example is the Big Box Development in Sand City.
- ◆ I would really like the redevelopment to be consistent with the green movement, that Seaside be known as a city on the leading edge of the new technologies – solar power, greening of the public areas, water solutions, etc.

5. Two comments:

- ◆ No growth – just clean up neighborhoods
- ◆ No eminent domain