



Annual Report 1999

Land Use

Looking Ahead

Land Development Warrants Careful Analysis

To ensure the orderly, harmonious physical growth and development of the City, we closely analyze projects and activities to make sure they meet established guidelines.

Several major land-use issues are going through the City review process. At various phases of this process, each comes up for public review, and community members are invited to provide comments and input.

The following is a status report on some of the plans and programs:

- **Coastal Plan Implementation Program** - This program includes Coastal Plans for all five segments of our coastline: Skyline, Laguna Grande, Del Monte Beach, the Harbor and Cannery Row.

We are currently working on amendments to the Cannery Row Coastal Plan's policies and zoning standards to ensure that it provides effective tools for protecting our coastline. These policies and standards address a number of topics including environmentally sensitive areas, shoreline structures, archaeologic and historic resources and traffic and parking impacts. Once completed, the proposed changes will come up for public review. In addition, we will be completing the Harbor Land Use Plan, which focuses on the Monterey Marina and Harbor area, and make sure the zoning is consistent with established City policies.

- **Del Monte Beach** - Plans are underway by property owners of undeveloped waterfront lots located between Beach Way and the U.S. Navy property to re-subdivide the area into 10 to 13 single-family lots, rather than the 30 lots that currently exist.

Once a Tentative Map is submitted, the environmental analysis can begin along with the review of suggested amendments to the area's coastal plan.

- **Former Tynan Lumber Site** - We are looking to help promote a well-designed, attractive development at the former Tynan Lumber property which is located across from "Window on the Bay."

A specific plan, which also includes neighboring properties, is being prepared for the site located at Camino El Estero between Del Monte Avenue and Franklin Street. We will be working closely with the property owners, who are developing their own objectives for their properties in the block.

Cannery Row Projects Move Through Review Process

Review of development along Cannery Row to ensure that it meets land-use guidelines and community needs continues to be a priority.

One such development is the Cannery Row Marketplace, which came before the City Council for the first time in August.

The Marketplace is a mixed-use project combining retail shops and businesses with residential condos proposed for Cannery Row between the El Torito and Chart House restaurants. It has been in the City review process for about two years.

Based on the project submittals and environmental review information, City staff and the Planning Commission recommended to not approve the proposed project. At their August 25 meeting, the City Council voted unanimously to not approve the project.

The developer has the option to redesign the project and submit a new proposal.

Look for your opportunity to join the review process as other projects go through City review:

- Cannery Row Hotel - Revised plans were recently submitted to bring a high-quality hotel to the construction site (shown above) located on both sides of Cannery Row between Prescott Street and the Monterey Bay Aquarium. Hotel, retail and parking uses were previously approved for this site and construction has been delayed for years due to financing issues.
- IMAX Theater - A 500-seat, large format theater is proposed for 270/284 Cannery Row, near the Monterey Plaza Hotel.

For more info, call the City's Planning Division at 646.3885.

General Plan Shapes City's Look, Feel

It's time once again to update our major policy document – the City's General Plan. The General Plan is a set of projections, objectives and guidelines that govern the City's physical shape and character.

Monterey's General Plan was adopted in 1983 and is reviewed annually. While the goals and policies in the Plan are still current, and a number of elements were revised in the early 90s, some key elements need to be updated to extend the life of the Plan another five to ten years. These key elements include population forecasts and the policies that determine the type of development permitted on property throughout the City.

Public hearings will be held before the Planning Commission and City Council. Look for your opportunity to participate in the review process.

Tynan Lumber Property

The former Tynan Lumber property is located along our scenic entrance into the City and across from our "Window on the Bay" – Monterey Bay Park. Development plans for this site, as well as upgrades to neighboring properties, will be closely reviewed to ensure that improvements are in harmony with the surrounding area.

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Historic Preservation

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Year in Review

Renovations for Historic Military Museum Underway

Work is underway to breathe new life into the former U.S. Army Museum located on the Presidio of Monterey.

Housed in the Lower Presidio Historic Park, the museum is an important piece of the City's overall plan to preserve the Historic Park, which is one of California's most historic sites. The museum exhibit, developed in conjunction with the Monterey State Historic Park and the Presidio, will explore the historic park's military history from the late 18th century to present. Additionally, an oral history project focusing on life at the Presidio between 1914 and 1945 is in progress.

Renovation efforts began this summer and we are looking forward to reopening the museum in late 2000. The City leased the 26-acre Lower Presidio Historic Park for public use and is utilizing the area's resources to highlight Monterey's historic origins.

Looking Ahead

New Incentives, Surveys, Laws Designed to Help Preserve History

We've spent time and resources in the past few years to study our historic properties and determine the best ways to preserve Monterey's past.

This new year is the start of the action-oriented phase as the City begins to expand and implement programs targeted specifically for historic preservation.

Look for these new features to come online:

The Historic Preservation Ordinance will provide the City with guidelines for protecting historic buildings and properties. Some of these may include a two-tier historic designation process; revised standards for historic designation; a review process for buildings surveyed for historic significance; and the possible creation of historic districts in the City.

The Historic Master Plan outlines a program for saving historic resources. It will also be a blueprint for coordinating schedules and activities in public historic buildings, allowing visitors and residents to experience a complete picture of Monterey's history.

In addition, the Plan outlines educational programs and ways to make Monterey's rich history available to all school groups and residents. This includes opening the Lower Presidio Historic Park Museum and completing the Presidio Historic Master Plan. We've already received much public input on the Plan and we look forward to being able to refer to it for many years to come.

New incentive programs offer financial assistance to owners of historic properties. Some of the programs include Plans & Public Works Block Grants (CDBG) for repairs; commercial facade grants for maintenance and rehabilitation; and the Mills Act for reducing property tax.

Surveys of local properties will identify potential historic properties and enable us to approach owners to explain incentives and determine if they would like to have historic zoning on their buildings. For example, a survey of Cannery Row will be finished this fall, and we have been working with area property owners regarding the findings.

A statewide historic preservation conference is coming to the City in April. Community members are encouraged to attend the conference, which will provide education and materials on historic preservation and showcase Monterey's history as well.

Sesquicentennial Activities Heat Up This October

Our year-long Sesquicentennial commemoration culminates in October with a parade, re-enactments of California's Constitutional Convention and a public street dance.

Join the fun as we mark the 150th anniversary of the California Convention, which was held in our very own Colton Hall in September and October 1849.

Highlights of upcoming events include:

The exhibit "Shades of Monterey," composed of photos donated by local community members, runs through November 15 at the Alvarado Gallery in the Monterey Conference Center.

The Monterey Public Library, California's first public library, will celebrate their 150th anniversary with a community party, a tour and special activities on October 1. A parade featuring bands, community groups and historical re-enactors will take place in downtown Monterey on October 2.

And on October 13 – the anniversary of the actual signing of the Constitution – we unveil a Sesquicentennial sculpture and plaques, hold the final re-enactment of the Constitutional Convention in Colton Hall, then kick up our heels at a historic dance concert and Fandango street dance in front of Colton Hall.

For a schedule of events visit the Web page at www.monterey.org/150years, come by Colton Hall or call 646.5640.

We look forward to your participation.

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Annual Report 1999

Social

Year in Review

Helping Hands Make a Difference at City

Thank you for your help! Community members from all walks of life, from all age groups and from surrounding cities pitched in this past year to make a difference in Monterey. With your help, we were able to recruit more volunteers and provide additional quality programs and activities. Nearly 850 active volunteers gave more than 23,500 hours of service! Some of the activity highlights include:

- a foot patrol that helps monitor our waterfront and downtown area;
- a fire engine wash by local students;
- a homework assistance program at seven afterschool sites;
- a program to help in preserving historic books, photos and maps in the Monterey Public Library's California History Room; and a day dedicated to painting picnic tables and putting new bark chips into tree wells along streets.

This year we plan more of the same. Several new projects and programs are also in the works, including teaming adult volunteers with local youth to augment disaster preparedness efforts. For information about our volunteer program or available assignments, please call 646-3719 or visit our Web site.

Looking Ahead

Childcare Efforts, Other Projects Move Forward Due to Community Partnerships

Reopening the former Child Development Center on the Presidio of Monterey – a collaborative effort between the City, U.S. Army and community members and organizations – is moving closer to fruition.

We have been working diligently with local Army officials to develop an agreement for community use of the Center which once served military families.

While final agreements are yet to be signed, we anticipate receiving the go-ahead to move forward this fall with building renovations. If everything stays on track, the Childcare Center could be open in early 2000.

Establishing community collaborations helps us deliver many of the high-quality services community members have come to expect. Some other programs and activities that are or will be facilitated by such cooperative efforts include:

The WAVE - Partnerships with local businesses as well as State and area agencies have helped fund the Waterfront Area Visitor Express (WAVE), which reduces traffic by providing low-fare rides to popular destinations throughout Monterey.

We are currently working with some local partners to find a long-term solution for funding the WAVE.

Community of Caring Monterey Peninsula -

We are looking to rally the entire City organization, as well as other businesses and organizations, around Community of Caring Monterey Peninsula, which works to support youth and families in everyday life. The more community members talk about and reinforce the values of trust, respect, responsibility, caring and family, the better. Visit their Web site at

<http://www.communityofcaringmp.org/>

Public, Education and Government Access Television - Community members of all ages will

have the opportunity to create TV shows, thanks to a cooperative effort between the City and Access Monterey Peninsula (AMP), a nonprofit organization. As part of its contract with the City, AMP will provide training opportunities and make equipment available so that organizations and individuals can get their information on air. For more info call 333.1267 or visit <http://www.ampmedia.org/>

Kids, Teens Have Activities, Programs Just for Them

What's a kid to do after school and during breaks in Monterey?

While we offer a wide range of activities all year round to engage youth and teens, we continue to review existing programs to ensure that they meet current community needs and are easily accessible.

This year, we are placing special focus on our youth and teen activities to evaluate their effectiveness. Some of the many programs already offered include:

- The Afterschool Playground programs provide supervised recreation opportunities for children ages 5 to 12 at our Community Centers after school in conjunction with the MPUSD calendar.
- The Homework Pals program provides one-to-one homework assistance and storytimes at seven afterschool sites located throughout the City.
- Theme-based Holiday programs are scheduled at our Community Centers during the fall, winter and spring school breaks.
- Specialty classes and activities including gymnastics; music lessons; arts and crafts and cooking; wrestling and basketball; water safety training and martial arts classes are available throughout the year.

You can join in the fun! For more information, see the Recreation and Community Services Activities Guide or call 646.3866.

Ways to Get Involved at the City

Tour the City. Get answers to your questions at town hall meetings. Read the City Focus. Attend City Council and commission meetings. Be a volunteer. Watch for City info on the local cable line-up.

We work to provide diverse opportunities for citizen involvement because we want to keep you up-to-date and informed.

Look for a public forum to be held in late October. Watch for activity info in upcoming editions of the City Focus, on our Web site, and in the local media.

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Public Safety

Year in Review

Police Dogs Now on Duty

Canto and Charp joined our public safety team this past year to assist in community policing efforts throughout the City.

Canto and his partner Officer Mickey Roobash (see picture) along with Charp and his partner Officer Terry DeSalvo make up the new City Canine Unit. This new police team was made possible by a collaboration among the City, local individuals and businesses and neighborhood associations.

Both German Shepherds, Canto and Charp are able to search large areas, such as trails, parks, large businesses and shopping centers for lost persons and/or suspects more quickly than police officers on foot. This can save the Police Department valuable time and bring a quick resolution to the issue at hand.

In addition, the police dogs provide us more opportunities to interact with the community. Canto and Charp visit local schools when officers hold workshops and seminars; and they make appearances at community meetings when officers talk about Neighborhood Watch programs and crime prevention efforts.

Traffic Team Addresses Community Concerns

Managing traffic – finding ways to resolve traffic problems and alleviate speeding and congestion – has been a major focus this past year.

Our Traffic Engineer and Police Department have met with community members and neighborhood associations to develop ways to improve traffic flow while slowing traffic in residential areas.

Our Police Department reinstated the traffic division this year to focus attention on specific residential and commercial areas. And as a team, our police and Traffic Engineer listen to community concerns, enforce traffic laws and help find solutions that will improve situations and not move them elsewhere.

As part of our efforts, we plan to integrate a Geographic Information System (GIS) into our traffic program. With the GIS mapping process, we are able to immediately “see” where crashes most often occur.

This management tool will not only assist us in analyzing this collision data, it will help support us in our enforcement efforts by identifying locations where we may need to send more officers to monitor traffic or expend more resources to deal with traffic issues.

Looking Ahead

Creating a “Sense of Safeness” Throughout City

Promoting safety throughout the City and nurturing a sense of security in schools, at home and at work continues to be a focus in many of our programs.

As part of our Community-Oriented Policing and Problem Solving (COPPS) approach to crime prevention, we work together with residents and visitors to help create a safe community.

“We are committed to partnering with our community members to maintain the high quality of life we have here in Monterey,” says Police Chief Gary Brown.

Some of the projects and programs designed to promote safety and security in the community include:

- The Youth Services Division will continue to devote many hours to working with our youth

in local schools and within the community.

- A School Violence Preparedness Committee was formed to address the issue of school violence occurring on campuses across the nation. As a result of the committee's efforts, a training schedule was established with Monterey Peninsula Unified School District for school staff. Training will continue this year.
- "Safety Net," a new weekly call-in radio program co-hosted by our Police Department, provides a forum on public safety issues. The show broadcasts live every Thursday from 2 to 3 p.m. on KNRY 1240 AM.
- The Youth Diversion Program focuses on redirecting first-time youth offenders into positive behaviors and actions. Youth who have committed misdemeanors or infractions are referred from the juvenile justice system to a counseling program within our Police Department. This year a mentoring component has been proposed for the program. The youth would be teamed with volunteers who would serve as role models and be available to talk through issues and concerns.
- A pilot COPPS program seeks to design a framework to examine and pro-actively respond to changing needs in the North Fremont business and residential community. In conjunction with local community members, we will concentrate on neighborhood maintenance and revitalization, where necessary, and find creative and comprehensive ways to address ongoing community issues and concerns.

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Economic

Year in Review

Partnership with Military Neighbor Expands

Trouble Desk - This is Lisa. How can I help you? Since spring, this is what residents of the Defense Language Institute Foreign Language Center & Presidio of Monterey hear when they call to request maintenance and repairs for buildings and facilities.

And this voice belongs to one of our City employees – Lisa Hanes.

As part of the City's effort to build upon our successful civic-military partnerships, we continue to develop unique ways to provide cost-effective municipal services to our local military installations.

For more than a year now, the U.S. Army has paid the City's costs to maintain the wastewater, stormwater and street systems at DLIFLC & POM. This past fiscal year, the Army expanded our contract to include carpentry, electrical, plumbing and painting maintenance and repair for more than 140 facilities. New employees have been hired to maintain the diverse array of buildings and facilities, including a shopping mall, library, fitness center and chapel as well as dining halls, barracks and classrooms.

Looking Ahead

Local Businesses Important

Healthy, stable local businesses make for a strong, vital city. The City continues to encourage the retention and expansion of existing businesses by promoting and helping fund several programs and projects this year.

Some of these include the New Monterey Business Improvement District; the Citywide commercial Facade Improvement Program; and the Downtown Main Street Program.

The City works with owners and local business organizations to develop programs that meet the growing needs of our commercial areas.

This year we will be working closely with business and residential groups in the North Fremont area to develop a revitalization plan similar to the ones in the downtown and New Monterey commercial districts. Such plans bring improvements that are compatible with and serve neighboring residential communities.

In addition, we are reviewing plans by the property owners at Del Monte Center to bring a new "anchor" to the Center.

The owners have applied to relocate the new anchor to the east end and develop it as an entertainment use –a 16-screen theater complex. The owners look to enliven that area of the Center, use the existing Mervyn's parking structure more efficiently and encourage balanced access from both the north and south entries to the Center. The proposal is currently undergoing environmental review.

For more information on these projects, please call our Planning Division at 646.3885 or e-mail fell@ci.monterey.ca.us

New Plaza Brings Multiple Benefits

Art, foreign and specialty crossover films are coming to downtown Monterey with the completion of the three-story Osio Plaza on Alvarado Street.

Once a former City parking lot that generated no tax revenue, the Plaza promises to bring an economic boost to the area. Completion of the Plaza, which will bring a six-screen theater, convention meeting space, retail shops and 30 affordable housing rental units, is a priority.

Walk by the project and let us know what you think!

Check the newspaper for upcoming announcements on grand-opening celebrations. For more information, call our Housing Division at 646.5615.

Tourism Market Share Vital to City

The visitor industry is an important part of our regional economy and contributes a very large portion – more than 50 percent – to the City's revenues.

It is because of the visitor industry that the City is able to deliver such high level services.

While we don't want a city overrun with visitors, it is important to our region to maintain a vibrant economy and a healthy tourism industry. And today, the competition between visitor destinations is fierce.

We constantly work to develop ways to maintain an active economy and at the same time protect the interests of our residents. Many of our strategies focus on retaining our existing share of tourist dollars. In addition, we are working to expand the type of tourism that has less impact on our local community, including off-season (fall, winter, spring) and midweek tourism as well as conference groups that are self-contained at the Conference Center and local hotels. This year, we will continue to explore opportunities to better coordinate our visitor marketing efforts on the Peninsula with other local organizations and find ways to maintain our share of the tourism industry in a cost-effective, balanced manner.

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Public Facilities

Looking Ahead

“Window on the Bay” Undevelopment to Bring Dramatic Changes to Waterfront Area

More waterfront park space is being added to our “Window on the Bay” along Del Monte Avenue, which will provide for future recreational opportunities.

Also known as Monterey Bay Park, the area expanded by two parcels this past year and other properties may soon become available for conversion to open space (undevelopment).

The City’s priority vision for this area is well illustrated by the two photos at right. “The Challenge” (top) shows Window on the Bay as photographed last year. “The Vision” is a computer-enhanced photo that shows the landscaped park areas and roadway improvements as projected for the area.

Additionally, this waterfront park may have more opportunities for growth at the west end near Wharf II. The City will consider expanding the park project area to include the parcels at the head of Wharf II, currently owned by the Catellus Development Corporation. These large parcels would greatly increase the area of the waterfront park and provide additional opportunities for recreational activities.

Renovations, Proposed Expansion Help Meet Recreational Needs For People of All Ages

As recreational needs continue to grow, renovation and/or expansion of existing City facilities is sometimes necessary. Two examples are the Scholze Park Center and the Monterey Sports Center.

To help meet the needs of our Seniors, renovation and expansion of the Senior Center at Dickman and Lighthouse avenues begins this fall. More activity and program options will be available once the interior is improved and an additional 1,600-square-feet is added.

The Center will be closed for about six months and is scheduled to reopen next spring. Until then, activities are being held at Hilltop Park Center, 871 Jessie Street.

For the Monterey Sports Center, we have drafted preliminary designs and development proposals for expansion to meet demands for additional equipment and space. This year we will be completing the final proposed design which includes providing a much larger cardiovascular room, a larger weight room, fitness testing rooms, additional locker space and a larger multi-purpose room.

Once the design for this project is completed, we will concentrate on raising funds to facilitate construction.

Look for your opportunity to contribute. Find out more in upcoming editions of City Focus and in updates in the local media.

Discussion to Improve Civic Center Underway

Mary Ann Finocchi, president of Old Town Neighborhood Association, may have said it best: “We need a central place to do business with the City.”

What might a “central” cohesive Civic Center look like? To find out, the City is developing a Civic Center Master Plan addressing the office space needs of our City staff and community.

Much of our office space is located in small buildings that were not originally designed to serve as offices or to house our current number of employees. They provide little room for storage of files or plans. Other buildings were built as temporary portables, and the cost to maintain such buildings continues to grow.

An improved Civic Center would locate related City services in one building, so community members could make “one stop” and take care of City business more quickly.

As envisioned, the Civic Center would provide even better customer service and would require fewer funds for staffing upkeep and maintenance.

Highlights of the plan call for constructing a new two-story administrative office building and expanding El Cuartel, home of the Police Department. The new building, proposed to be located at the corner of Madison and Van Buren streets, would house many services including planning, building safety and inspection, engineering and traffic as well as finance and revenue.

The Master Plan will identify immediate and long-term costs and the time needed to accomplish these goals. You can participate in the process. Look for opportunities to review the Plan and give us your opinion and input.

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Annual Report 1999 Budget

Balancing the 1999-2000 Budget

Balancing the budget takes careful planning.

We look at where our money comes from and how it is spent. We set priorities and establish work programs that meet the needs of our community.

These graphs show projected income and expenses for this year. They detail our sources of income as well as how City monies are distributed by department and function. Budget materials for this year will be posted soon.

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