



## **Annual Report 2000 PUBLIC FACILITIES**

### *Year in Review*

#### **Rec Buildings Upgrades Answer Community Needs**

As recreational needs increase, renovation and/or expansion of existing City buildings is sometimes necessary.

- To help meet the needs of our active adults, renovation and expansion of the Senior Center, at Dickman and Lighthouse avenues, was completed this summer. With a remodeled interior and additional space, more activities and programs will be available. The remodeled Senior Center is now open!
- Proposed expansion of the Monterey Sports Center continues to move forward. Final design plans – calling for a larger cardiovascular room, weight room and multi-purpose room – are scheduled for review in early fall. Construction is expected to take up to a year and will begin once the final design is approved and work crews are hired. The Center will remain open during construction with minimal disruption. A model of the expansion is on display in the Sports Center.

### *Looking Ahead*

#### **Plan to Improve Civic Center Underway**

Have you ever been confused about which building or room to visit at City Hall to get a permit or pay a parking ticket? You are not alone.

The needs of the community and staff have outgrown our existing space at the Civic Center and City offices are scattered around City Hall. As a result, we have begun to develop plans to make your Civic Center more customer friendly.

During the past year the Civic Center Master Plan has begun to take shape. With an improved Civic Center we could provide even better customer service and spend less funds on maintenance and upkeep.

Here are some of the proposed ideas for improving the Civic Center:

- The “first phase” would include building an annex directly behind City Hall, between Dutra and Van Buren streets.  
This central building would house Public Works, Plans & Public Works and Finance along with our Information Services. There would be plenty of storage for City records and museum artifacts.  
Locating related City services in one building would enable community members to make “one stop” and take care of City business more quickly.
- Secondly, we plan to develop a design and identify costs for addressing the needs of our public safety departments.  
El Cuartel, which houses Police and Fire, is too small and needs renovation. Other public safety personnel currently work in cramped, dilapidated wooden bungalows on Van Buren Street. A state-of-the-art facility would help ensure that we are prepared to meet emergency and safety needs.
- Future phases would include interior renovations to existing City Hall offices – the Underwood Adobe, Few Memorial Hall and Colton Hall – to make workspace more functional and allow for expansion of the Colton Hall Museum.

In order to help finance the expansion, we have funded a reserve of \$4.3 million. Look for opportunities to review the Civic Center plan and give us your input.

### ***More Coastal Land to be Available for Public Use***

Our Window on the Bay Park along

Del Monte Avenue gets clearer every year as we work to beautify the area, increase public access and eventually allow for traffic and circulation upgrades of our main thoroughfare.

- All properties except two between Camino El Estero and Park Avenue are owned by the City, and we look forward to working with the owners of the remaining two parcels to be able to complete this section of the waterfront park.
- More recreational park opportunities are now available since the Catellus properties, located on both sides of Municipal Wharf II, are now included in Window on the Bay. We purchased the 2.6-acre Catellus West parcel, including the old Passenger Depot building.

We also have the option to purchase the 4.5-acre Catellus East parcel before March 2001. These new parcels more than triple the area of open space available for Window on the Bay. A comprehensive planning process will help determine how best to use the property to meet community needs for recreation opportunities and public access. Already, there are plans to relocate part of the Coastal Trail off of Del Monte Avenue and bring restrooms to the new portion of the park.

- Work on the design and environmental impacts of bringing roadway and traffic safety improvements to Del Monte Avenue between Camino El Estero and Sloat Avenue gets underway this year.

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## **Annual Report 2000**

### **Historic Preservation**

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#### *Year in Review*

#### **Enhancements to Preservation Programs Help Better Secure, Maintain Historic Resources**

Our community's history of encouraging and preserving historic resources dates back to the City's first Master Plan and zoning ordinance. The 1939 Master Plan identified historic resources, and the 1940 Zoning Ordinance established historic zoning to protect those resources.

We have made great strides in the last decade to ensure that we continue to develop and sustain a strong, sound historic preservation program. As a result, a new Historic Master Plan, a revised Historic Preservation Ordinance and an historic survey for Cannery Row were recently approved.

- The Historic Master Plan outlines a program over the next 5-10 years for saving historic resources. The plan details educational programs and ways to make Monterey's history available to residents and school groups.
- An up-to-date Historic Ordinance protects our resources. It helps ensure that our local community has control over preserving historic assets.

Substantial incentive programs are included to encourage preservation of private property; support owners of historic resources with maintenance and limited-use issues; and eliminate or minimize rules that make preservation difficult.

The ordinance also has various levels of historic zoning and calls for property surveys to determine where we should focus our efforts. For example, the **Cannery Row Survey**, completed and approved this past year, identified four possible historic districts in the Row and 22 properties potentially eligible for historic zoning.

#### **Call for Historic Photos Yields Bounty for Monterey Public Library Archives**

Last fall, more than 200 people attended the opening of the Shades of Monterey exhibit.

The exhibit featured 180 of the 380 pictures collected from the photo albums of local families for the Library's historic photo archives. The photos depict daily life in Monterey over the past century and provide visual documentation of a culturally diverse and unique community.

This year, the Library is collecting additional photographs for the archive. Some will be featured in an all-new Shades of Monterey exhibit, scheduled to open in spring of 2001.

For more info call the Library at 646.3949 or email [mccombs@ci.monterey.ca.us](mailto:mccombs@ci.monterey.ca.us)

#### *Looking Ahead*

#### **Collaborative Effort Puts Story Together**

Plans are underway to make learning about Monterey's history easier and more fun.

The City, in conjunction with Monterey State Historic Park and Monterey History and Art Association, is identifying ways to preserve, interpret and promote Monterey's fascinating history in a centralized effort.

Historic structures, resources and landmarks owned by separate entities and scattered throughout the City would have common signage and be identified/described in one brochure or

pamphlet.

***To present the area's history in a cohesive fashion, we will be working to***

1. Improve how the public experiences Monterey's history;
2. Improve the preservation of historical resources; and
3. Make learning about the City's history more fun.

With the support of a federal grant, a specialist in historical interpretation visited Monterey to evaluate how Monterey's history is presented to the public and make recommendations for improvements.

This year, we will be working to develop programs to implement those suggestions. We will be designing ways to share the historical collections and photographs among organizations and with the public. In addition, we will be looking into sharing staff resources and expertise among the agencies.

***Museum to Highlight Area's Military History***

The infantry, cavalry and artillery will all be coming back to the Presidio of Monterey as part of a museum exhibit.

Located at the Presidio Historic Park, the museum is an important piece of the City's overall plan to preserve the Park, which is one of California's most historic sites.

The exhibit, scheduled to open early next year, will focus on the Presidio Army post during the past century and highlight Monterey's military origins.

Artifacts and photographs related to the Presidio between 1902 and 1945 are being collected.

To contribute or for more info call 646.3991 ([conway@ci.monterey.ca.us](mailto:conway@ci.monterey.ca.us)).

Volunteers interested in helping staff the museum should call the City's volunteer coordinator at 646.3719 ([sammon@ci.monterey.ca.us](mailto:sammon@ci.monterey.ca.us)).

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## **Annual Report 2000**

### **SOCIAL**

#### *Year in Review*

#### **Volunteers Help Get the Job Done**

Your helping hands make a daily difference at the City.

With your help, we are able to recruit volunteers and provide additional quality programs and activities.

Volunteers helped with the Sesquicentennial commemoration, Make a Difference Day, Care and Share Day and the California Preservation Conference.

In addition, 33 young people joined our new summer volunteer program for youth age 12 to 16.

Volunteers contributed more than 2,000 hours during the 8-week program.

Volunteers and volunteer hours have increased by more than 15% since last year.

In addition, volunteers keep coming back.

More community members are contributing more hours than before. Our active volunteer list has more than 1,000 members. In the Police Department alone, the number of volunteers grew from 27 to 80. From performing vacation house checks, to crime analysis and foot patrol, volunteers provide a variety of services.

What's the bottom line? 27,362 hours of volunteer time worth \$362,273 (calculated at \$13.24 per hour).

To get involved, call our Volunteer Program at 646.3719 ([sammon@ci.monterey.ca.us](mailto:sammon@ci.monterey.ca.us))

#### **Community TV Needs You!**

Become a member of Access Monterey Peninsula, a new community nonprofit facilitating access to our community cable system! Members must live in Monterey or be employed by a business, nonprofit organization, government agency or education institution located in or serving Monterey.

AMP members and producers can create their own TV programs for broadcast on local cable channels. Thanks to our partnership with AMP, you can check out video equipment, use AMP's media center and receive training on how to produce your own show. For more info, call 333.1267 or visit [www.ampmedia.org](http://www.ampmedia.org). Stay tuned.

#### **Library Homework Pals**

The Library's Homework Pals program has expanded to Larkin and Del Monte Elementary Schools. It is now in place in all MPUSD schools in Monterey.

Homework Pals continues to generate positive results – students get their homework done; parents know their children are receiving one-on-one assistance and support with a trained helper; and volunteers reap the rich rewards of community service.

#### *Looking Ahead*

#### **Programs, Activities Aim to Meet Changing Needs of Youth and Families**

As the needs of our youth and families evolve, we continue to evaluate existing resources and programs to ensure that community needs are being met. Sometimes they are met through City services and other times by cooperative efforts with local organizations, such as Community of Caring Monterey Peninsula.

Here are some of the ways the City works to address community needs:

- Affordable childcare - The Monterey Center for Children and Families opened this fall on the Presidio of Monterey. Operated by ARAMARK Educational Resources, the Center

provides children with a long-awaited and much-needed quality childcare program focusing on the health and welfare of both children and families.

- Daylong youth programs - In response to community requests, operating hours of our most popular school-age programs have been extended. To more effectively accommodate working parents' schedules, activity hours are expanded for the Fall, Winter and Spring School Holiday break programs, Sports Camps hosted by the Sports Center as well as the Summer Playground Program. Afterschool Playground programs located at Hilltop Park Center, Archer Park Center and Casanova Oak Knoll Park Center are also being revamped to provide additional activity hours.
- Reading to tots - Responding to studies which show that words and language introduced at a very early age provide the basis for strong verbal, reading and writing skills, the Library has developed the "Born to Read" project. The Library will be expanding the existing "Baby and Me Rhymetime" sessions during which librarians share songs, rhymes, and stories with infants and their siblings. Also, the project will feature more special guests and provide informational brochures, recommended reading lists and free books for families who attend programs.
- Computer access -
  1. Computer labs in several Community Centers provide basic word processing capabilities, numerous game opportunities and Internet access for community teens. Computers are scheduled to go in at all of the Centers this year.
  2. Public access computers will also be available for adults in the Senior Center. Staff is currently in the planning stages for an intergenerational program that will link area teens and seniors in a program that utilizes the computer labs at Community Centers.
  3. Public Internet access to all age groups is also available at the Monterey Public Library.
- Community input - Our Community Connections public forum this fall focused on youth and families. Organizations throughout the Peninsula area as well as community members of all ages were invited to discuss local concerns and make suggestions.
- Recreation & Community Services 646.3866
- Library Youth Services 646.3934

### ***Getting Involved with Your City***

Fill out the enclosed survey. Tour the City. Get answers to your questions at Community Connections public forums.

Read the City Focus.

Attend City Council and/or commission meetings. Be a volunteer. Watch for City info on AMP cable Channel 44.

We work to provide diverse opportunities for citizen involvement. We want to keep you up-to-date and informed about your City.

Watch for activity info in upcoming editions of the City Focus, on our Web site, on cable Channel 44 and in the local media.

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## **Annual Report 2000**

### **Public Safety**

*Year in Review*

#### **Programs Help Foster “Sense of Safeness”**

With community input and collaborative efforts, we continue to address concerns and challenges that affect our citizens’ and visitors’ overall “quality of life.”

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

Here are some of the activities that were initiated last year:

- We will add a third School Resource Officer to our team. This new position will significantly increase our presence in public schools and expand the opportunities to mentor and educate area youth.
- The Youth Diversion Program, primarily designed to help first-time offenders get back on track, added a mentorship component this year. Members of City staff have volunteered to work with youth – to advise, guide and be available to talk through issues and concerns.
- Through our Safe Schools Committee we have completed emergency preparedness training in all public schools in the City.
- A pilot COPPS program in the North Fremont business and residential community is well underway. We have met with community members to design a framework to examine and proactively respond to changing needs in the area. Neighborhood maintenance and community revitalization, where necessary, are some of the concerns being addressed (see Looking Ahead: North Fremont Proposes Area-wide Changes,)
- As a team, our police and Traffic Division work with the community to manage traffic and address safety concerns.  
The Traffic Division has focused its planning efforts on traffic calming projects to help reduce speeding and cut-through traffic in neighborhoods. Our Police Department reorganized the traffic section and can now respond more quickly to citizen concerns. Additional staff in this division will result in added services including commercial vehicle enforcement, expanded public education and more advanced investigative expertise.

#### **Be Part of the Solution**

Are you fully prepared for a major disaster?

Do you know how to fight small fires with an extinguisher, treat major cuts, splint fractures or search a building for injured or trapped people?

Do you know the local community resources available to you and your neighbors?

If you answered “No” to any of these, then you need NERT or Neighborhood Emergency Response Team training!

NERTs are citizens and business people just like you who know what to do in the event of a major disaster. They are trained to “do the most good for the most people.”

Now it’s your turn. NERT needs you, and training is FREE.

Mark your calendar for each Wednesday from Oct. 4 to Nov. 8 from 7 - 9:30 p.m.

For more info, call the NERT Hotline at 646-3416 or visit the Web at [www.monterey.org/fire](http://www.monterey.org/fire)

*Looking Ahead*

#### **Public Safety Efforts Require Partners with Common Goals**

Promoting safety and security in the community is a top concern at the City. Here are some of the new and/or enhanced projects proposed for this year:

- Reserve Police Officer Program - Community volunteers, who will undergo reserve officer training, will be a resource to assist with special events and emergency situations. The program will provide an opportunity for people to participate in community service and, at the same time, help strengthen civic bonds.
- Police Chaplain Program - Local volunteer clergy will be recruited to assist the public and City staff. The program is designed to offer professional, spiritual assistance in times of crisis. This program will enhance our ability to meet the human needs of both our community and our employees.
- Community Restoration Program - Often referred to as restorative justice, community restoration focuses on the rights of victims. We will be exploring opportunities to provide increased attention and follow-up service to the victims of crime.

This type of program focuses on restoring the health of the community, repairing the harm done, meeting victims' needs and emphasizing that the offender can, and must, contribute to those repairs.

- Community-Oriented Policing and Problem Solving (COPPS) Program - Many public safety issues and concerns that come through our Police Department are not always the direct responsibility of the police. They require various City resources and involve different departments.

This year, we will focus on strengthening these internal collaborations. The entire City staff working with you – citizens and visitors – are partners with a common goal.

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## **Annual Report 2000 ECONOMIC**

### *Year in Review*

#### **Partnerships with Military Continue to Grow**

Our civic-military partnerships continue to be a success.

For more than two years now, the U.S. Army has paid our costs to maintain the wastewater, stormwater and street systems at the Defense Language Institute Foreign Language Center & Presidio of Monterey.

This past fiscal year, we also have been paid to maintain and repair 140 facilities on the military installation. The expanded contract includes carpentry, electrical, plumbing and painting. Additional City staff were hired to meet these demands and have added their expertise to our employee base.

Our contract with the military has saved the Army \$1.7 million each year. The Army continues to use the cost savings to finance other projects within the Presidio. These additional projects support a variety of local businesses and contractors.

We are also exploring new ways of cooperation with the Naval Postgraduate School. This past spring, we were contracted to sweep the streets for all U.S. Navy facilities in the Monterey area. We will continue to look for other possibilities for providing municipal services for the Navy.

#### **Osio Plaza Completed**

Once a City parking lot that benefited few community members and generated no tax revenue, Osio Plaza now is filled with economic vitality. All 30 affordable-housing rental units are occupied and a waiting list has been established. Retail space along Alvarado Street is full. And the theater is fully operational.

For more info, call our Housing Division at 646.5615.

#### **Local Business Assistance**

More than \$40,000 was awarded to property owners to upgrade the facade of their buildings. In addition, the City also contributes monies to local business associations.

#### **Del Monte Center Expansion**

An Environmental Impact Report (EIR) was completed for the 16-theater addition at Del Monte Center.

The project is scheduled for review by the City Council this fall.

### *Looking Ahead*

#### **Healthy Tourism Market Key to Community Success**

Maintaining Monterey's vibrant tourism market share – which contributes more than 50 percent to the City's revenues – continues to be a major focus.

We constantly work to protect the interests of our community members and at the same time develop ways to sustain an active economy.

This year the City encouraged the Monterey Peninsula Visitor and Convention Bureau and the Monterey County Travel and Tourism Alliance to form a single organization called the Monterey County Convention and Visitor Bureau. This new organization will present one united front to individual families and groups looking to visit Monterey.

At the City, we have expanded our group sales division and reorganized our efforts. Since the new aggressive sales campaign began last year, the office has contracted \$2.3 million worth of sleeping rooms and tentatively booked another \$1.5 million.

In addition, partnerships with Monterey-Salinas Transit and the Monterey Bay Aquarium helped

provide FREE shuttle service to and from popular destinations this summer. The Waterfront Area Visitors Express (WAVE) serves well as a point-to-point shuttle, and we continue to work with our partners to provide funding for the program.

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### **North Fremont Proposes Area-wide Changes**

To help ensure the economic stability of area commercial districts, we work closely with local community members to develop programs and plans that fit the needs of their neighborhood. This year we continue our efforts with the business and residential groups in the North Fremont area to enhance economic vitality in the district.

As part of the endeavor, the North Fremont Street Area Plan was created to help make North Fremont Street a more attractive and vital business zone. A broad-based coordinating committee of business/property owners, residents, Monterey Fairgrounds representatives and City staff helped prepare the plan.

Key elements of the 10-year plan include identifying North Fremont as a distinct business area and establishing a Business Improvement District.

New programs for the district will

1. provide for signage that identifies the area;
  2. encourage businesses that serve residents; and
  3. encourage better and unified design features, including those that promote public safety.
- Copies of the Area Plan are available at the City's Planning Division. For more info, call 646.3885 or email [fell@ci.monterey.ca.us](mailto:fell@ci.monterey.ca.us)

### **Budget page**

Balancing the 2000-01 Budget

Balancing the budget takes careful planning.

We examine where our money comes from and how it is spent. We evaluate the community's needs; then set goals and establish work programs.

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.

For more info, visit our Web site. Budget materials for this year will be posted in the near future.

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## **Annual Report 2000**

### **Land Use**

*Year in Review*

#### **Cannery Row Projects Under Close Analysis**

Review of development projects along Cannery Row to ensure that they meet land-use plans has been a priority task.

Following are some major projects that have been in the City process:

- **Cannery Row Marketplace** - The proposed Cannery Row Marketplace, a mixed-use project with retail shops, businesses and residential condos, was reviewed early last fiscal year and was not approved.  
The owner has resubmitted a new project, Ocean View Plaza, which is currently being evaluated. An Environmental Impact Report (EIR) for development of the property located between the El Torito and Chart House restaurants is currently being drafted by consultants for the City.
- **Monterey Peninsula Hotel** - Plans for a hotel that will replace the current eyesore and blight on both sides of Cannery Row have been approved.  
The Monterey Peninsula Hotel plan is an improvement over the project that was previously approved for the site located between Prescott Street and the Monterey Bay Aquarium. Construction at the site was delayed for years due to financing issues.  
The revised project will provide additional public access to Monterey Bay, including:
  1. a plaza between the bayside hotel building and the Bubba Gump restaurant;
  2. a walkway with visual access to the Bay and historic Ed Ricketts' Lab; and
  3. a currently fenced-off portion of McAbee Beach, which will be improved by the City with benches and steps down to the sandy beach.
 The development includes space for a restaurant, meeting rooms and retail shops. A parking structure for employees and hotel guests is planned for the corner of Prescott and Wave streets.  
The hotel project is scheduled to be reviewed this fall by the California Coastal Commission.
- **IMAX Theater** - The 500-seat, large-format IMAX theater proposed for Cannery Row was reviewed and approved.  
In order to preserve as much of the original fabric of the old warehouse as possible, our Historic Preservation Commission participated in the review process. A coastal permit has also been granted by the Coastal Commission.  
The development, which includes meeting, retail and office space, recently received verification that existing water credits are available for the project.

#### **Vibrant Downtown Wins National Honor**

Monterey's downtown has been recognized as a National Main Street Community for the year 2000.

This award honors the Old Monterey Business Association (OMBA) for their programs geared to enhance economic stability and historic preservation. The honor comes from the National Trust for Historic Preservation and the California Main Street Program.

Since the start of the downtown Main Street program in 1991, downtown vacancies have been reduced from 17% to almost zero; and the downtown has reached out to the community with programs such as the Old Monterey Market Place held on Tuesday afternoons.

*Looking Ahead*

### ***Land-Use Plans Help Guide City's Growth***

Managing how land is developed within the City limits is part of our job. We develop policies and guidelines and work with property owners to ensure the orderly growth of our City.

Here is a status report on two of the activities that are currently a priority at the City:

- **Complete the Coastal Plan Implementation Program -**  
This program contains zoning information, development guidelines and permit procedures for developing land along our coast. We have Coastal Plans for all five segments of our coastline: Skyline, Laguna Grande, Del Monte Beach, the Harbor and Cannery Row. An Implementation Program certified by the California Coastal Commission will give us the authority to issue coastal development permits. The coastal development permit procedures should be very similar to the City's existing permit procedures.  
Please note: Coastal development permits approved by the City can still be appealed to the Coastal Commission.
- **Del Monte Beach Re-subdivision -**  
The re-subdivision of some 40 undeveloped lots on the beach located between Beach Way and the U.S. Navy property is proceeding.  
The project, along with the Final Environmental Impact Report (EIR) which includes responses to public comments, will be submitted to the Planning Commission and City Council for review and consideration.  
The California Coastal Commission must also review the re-subdivision that calls for bringing 12 single-family houses and 8 townhouses to the area.

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