

CITY OF SALINAS

Main Street Master Plan



FINAL DRAFT

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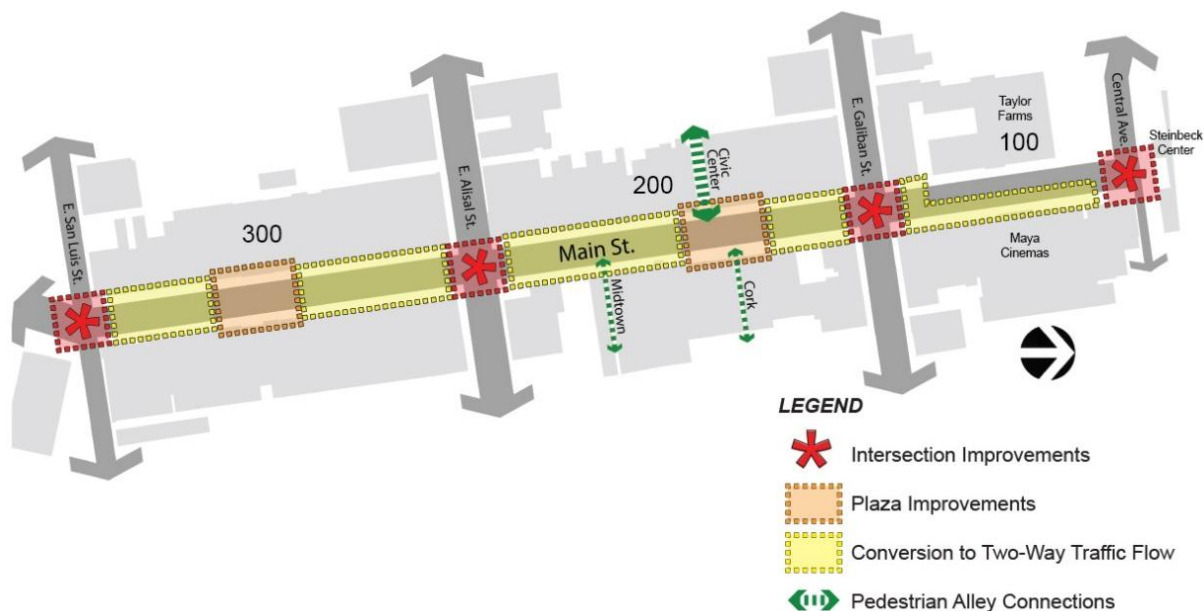
EXECUTIVE SUMMARY

The Main Street Streetscape Master Plan is a document intended to provide guidance for transportation, parking, utilities, grading, drainage, paving, and design aesthetics within the Main Street plan area. As one of the first steps of the **City of Salinas Downtown Vibrancy Plan**, the Master Plan will make recommendations that work together with other vibrancy solutions to provide a foundation for improving circulation, safety, and appearance; ultimately growing downtown into an economically vibrant and exciting area recognized as a destination and place of opportunity. The Master Plan is organized in the following Chapters:

1. Background

Describes the purpose of the plan, the study area, the existing conditions of the public realm of Main Street, and the community outreach efforts.

The study area focuses on an approximately 0.3-mile segment of Main Street from Central Avenue to San Luis Street.



2. Recommendations

Presents the recommendations, standards, and potential challenges for the Main Street Streetscape Plan.

Recommendations include:

- Safety and Security
 - o Encourage merchants to stay open later and keep storefront lighting on later
 - o Install security cameras throughout the corridor
- Lighting
 - o Install roadway lighting at intersections and pedestrian crossings
 - o Install pedestrian scale lighting with light level uniformity and consistency
 - o Preserve and restore existing fixtures
 - o Incorporate festoon lighting, string lighting and up lighting

- Signage, Wayfinding, and Identity
 - o Incorporate high visibility signage and identity markers
 - o Install directional kiosks
 - o Create an identifiable gateway
 - o Incorporate light pole banners
 - o Incorporate historic markers and plaques
- Traffic and Transportation
 - o Convert Main Street to two-way travel
 - o Install alleyway pedestrian connection between Main Street and Salinas Street
 - o Install pedestrian scramble phasing at the intersections of Main Street at Alisal Street and Gabilan Street
- Parking
 - o Switch angled parking and parallel parking midblock

Standards Include:

- Design Aesthetics
 - o Material Types
 - o Site Furnishings

Potential Challenges Include:

- Implementation and Construction
- Grading, Drainage, and ADA Compliance
- Utilities

Appendices

Includes content, cost, design alternatives, and other items supplementary to the Master Plan.

Any recommendations made in this document will be further advanced during the design and construction phases. The purpose of this document is to achieve unified, consistent streetscape framework that will accentuate the surrounding businesses and commemorate Salinas' rich past and celebrate its cultural and creative present.

1 BACKGROUND

1.1 INTRODUCTION

The Main Street Streetscape Master Plan is a document intended to provide guidance for transportation, parking, utilities, grading, drainage, paving, and design aesthetics within the Main Street plan area.

PLAN PURPOSE

In downtown Salinas, Main Street can accommodate all travel modes while also serving as a hub of activity, commerce, and green space. Within the public right of way, space must be apportioned safely between vehicles, bicycles, pedestrians, and parking. Main Street provides a great opportunity for a pedestrian-oriented facility. Speeds on the roadway are slow and sidewalks are wide. By incorporating a good balance of recreational space and retail space along Main Street, the roadway can be transformed into a pedestrian-active center that can still support other modes of transportation. The City of Salinas desires to improve the Main Street corridor within the downtown area to strengthen both pedestrian and vehicular movement, parking, and visibility to local businesses.

The **City of Salinas Downtown Vibrancy Plan** (Vibrancy Plan) was developed to restore activity, commerce, and vitality to downtown Salinas. The Vibrancy Plan, excerpts are displayed in **Figure 1**, proposed to alter circulation patterns and street characteristics to emphasize downtown Salinas as a primary destination and activity center. A key implementation measure of the Vibrancy Plan is to create a streetscape plan for Main Street.

The **Main Street Streetscape Master Plan** (Master Plan) is an important step in an overall quest of revitalization. Salinas is rooted in a rich and unique past. Within downtown, Main Street is lined with charming historic buildings. Implementing changes to create an attractive and safe area along Main Street will help the City of Salinas to create areas that visitors and residents want to come to again and again.

As one of the first steps, the Master Plan will make recommendations that work together with other vibrancy solutions to provide a foundation for improving circulation, safety, and appearance; ultimately growing downtown into an economically vibrant and exciting area recognized as a destination and place of opportunity.

Any recommendations made in this document will be further advanced during the design and construction phases. The purpose of this document is to achieve unified, consistent streetscape framework that will accentuate the surrounding businesses and commemorate Salinas' rich past and celebrate its cultural and creative present.

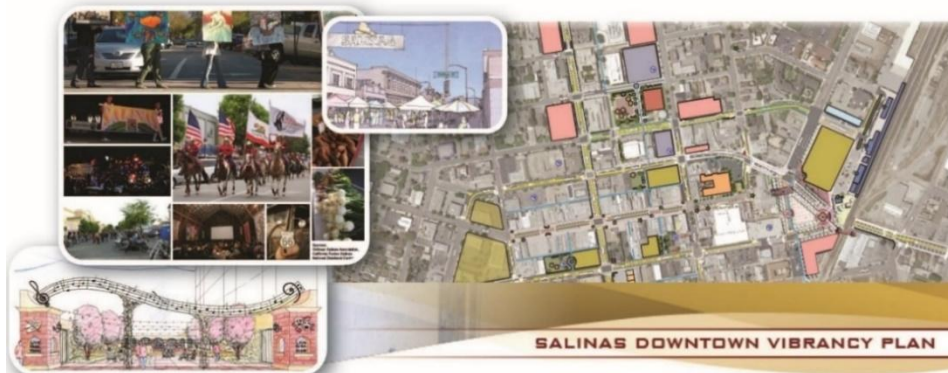


Figure 1 Vibrancy Plan Images

DOWNTOWN COMPLETE STREETS

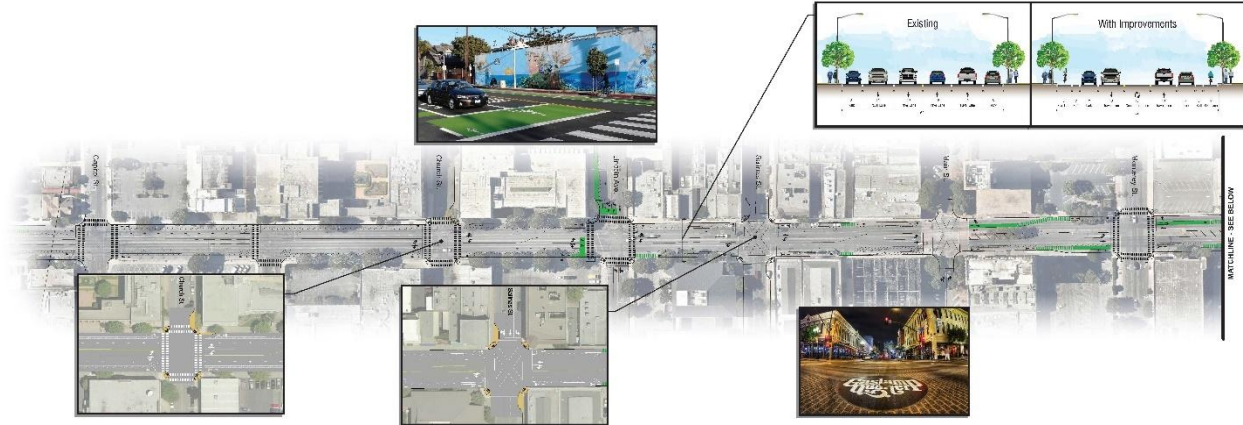


Figure 2 Complete Streets Concept

At the same time as the Main Street Streetscape Master Plan process, the City of Salinas began another portion of the Vibrancy Plan, the Downtown Complete Streets project. As shown in **Figure 2**, the Downtown Complete Streets project will convert Alisal Street between Acacia Street and Front Street to one lane in each direction with a continuous center turn lane, and improved bicycle and pedestrian facilities. The project will also improve transit, pedestrian, bicycle, and parking facilities along Lincoln Avenue between Market Street and Alisal Street. Main Street will also be improved with this project. Improved pedestrian facilities include high visibility triple-four crosswalks, new ADA compliant curb ramps, corner bulb-outs, and an exclusive pedestrian phase (pedestrian scramble phase). Improved bicycle facilities include buffered bike lanes and parallel parking placed inside to provide additional space between the bike lane and the travel lane. Construction of these improvements will include asphalt overlay/street restriping, modifications to traffic signals, and roadway and pedestrian improvements. Under the guidance of the Vibrancy Plan, the Downtown Complete Streets project works together with the Master Plan to improve circulation and safety for all users.

STUDY AREA

The Main Street Streetscape Master Plan focuses on an approximately 0.3-mile segment of Main Street from Central Avenue to San Luis Street. The study area includes the intersections of Main Street at Central Avenue, Gabilan Street, Alisal Street, and San Luis Street. **Figure 3** displays the study area and improvement areas.

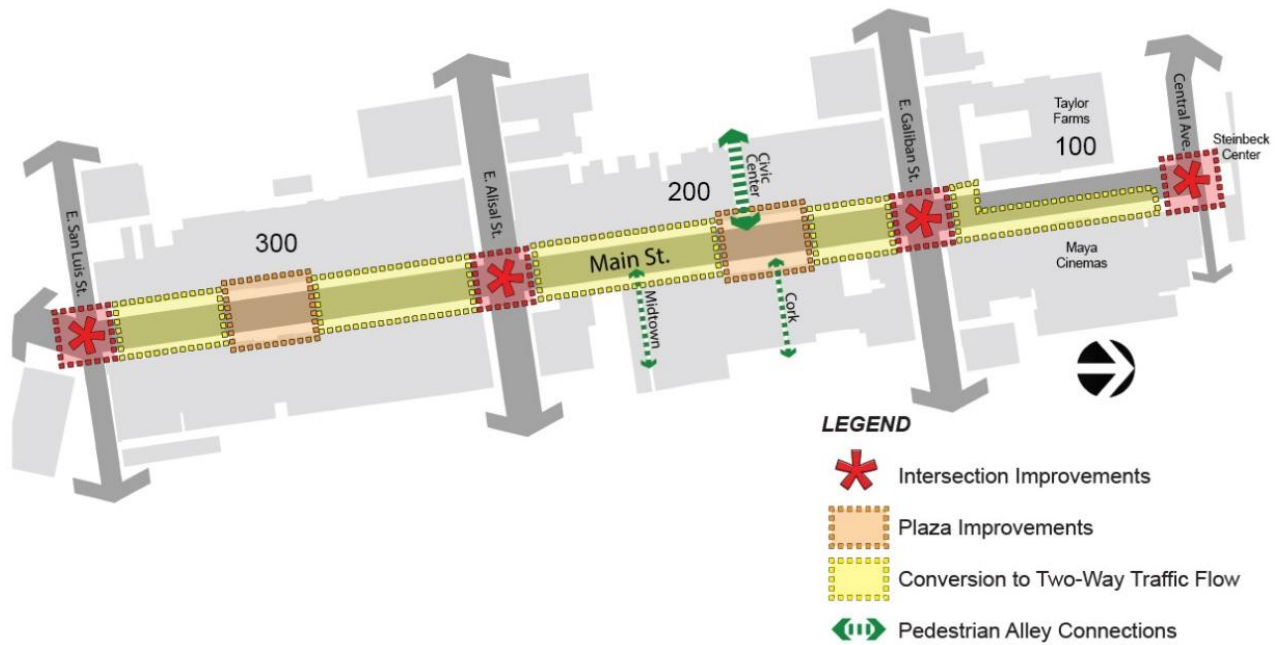


Figure 3 Study Area

1.2 EXISTING CONDITIONS



Within the study area, Main Street is lined with local storefronts and restaurants. The sidewalks are wide with decorative light poles and street vegetation along the edge. However, the development of several regional shopping centers to the north of town has dispersed commercial activity in Salinas. The Taylor Farms new headquarters building is located on Main Street just north of Gabilan Street. As part of the new construction, new sidewalks, light poles, bollards, and street trees were installed along the street front.



Today, Main Street is a low volume street that provides parking for business. Parking along Main Street is heavily utilized throughout the day but there is little pedestrian activity along the storefronts. The lack of traffic on Main Street has hurt businesses by depriving them of visibility to traffic and potential visitors. **Figure 4** displays the existing storefront conditions of the Main Street corridor.

Figure 4 Existing Main Street

VEHICULAR MOBILITY



Main Street operates as a north-west collector through the center of the downtown Salinas. **Figure 5** and **Figure 6** display the current conditions along Main Street. Between Gabilan Street and San Luis Street, Main Street is one-way northbound with one travel lane and head-in angled on-street parking on both sides of the street. The one-way orientation causes difficulty for vehicles to circulate in the area and reduces the storefront exposure of Main Street businesses. One-way streets cause an increase in backtracking and circuitous travel, as most vehicles have to navigate around the one-way streets to get to their destination.



Between Alisal Street and San Luis Street, Main Street averages approximately 3,350 vehicles per day during the weekday, 900 vehicles per day on Saturdays and 1,900 vehicles per day on Sundays with an 85th percentile speed of 20 miles per hour.

To the North, Main Street terminates at the National Steinbeck Center on Central Avenue. Between Central Avenue and Gabilan Street, Main Street is two-way with one travel lane in each direction and parallel on-street parking on both sides of the street. This segment of Main Street averages approximately 1,300 vehicles per day during the weekdays.

Figure 5 Current Main Street Configuration

PEDESTRIAN MOBILITY

Main Street is a pedestrian-oriented facility. It has wide (approximately 15 – 20 feet) sidewalks on both sides of the roadway. There are decorative crosswalks and corner bulb-outs at each intersection along Main Street between Central Avenue and San Luis Street that connect off-street parking to pedestrian features. There are also two midblock crosswalks along Main Street between Gabilan Street and San Luis Street. **Figure 7** displays the existing pedestrian facilities. These facilities extend the sidewalk toward the street allowing for more space for pedestrians and a narrower roadway. With these facilities, pedestrian crossing distances are reduced, visibility for pedestrians and motorists are improved, and vehicular speeds are reduced.



Figure 6 Main Street Existing Conditions

While Main Street is a pedestrian-oriented facility, the abundance of parking on adjacent streets has resulted in a tendency for visitors to drive more and walk less. Today, very few people walk along Main Street sidewalks and crosswalks.



PARKING

Parking in downtown Salinas is comprised of public parking lots and structures, on street parking, and some private parking facilities. The City of Salinas provides over 1,300 parking spaces in public lots and structures. The Monterey Salinas Garage and multiple municipal lots are located less than a block away from Main Street.

The Main Street study area provides approximately 127 on street parking spaces. Currently, there are approximately 104 angled parking spaces between Gabilan Street and San Luis Street and approximately 23 parallel parking spaces between Central Avenue and Gabilan Street. Parking along Main Street is heavily utilized throughout the day.

Generally, downtown Salinas has more parking supply than the demand that is generated by users. However, along Main Street, on-street parking demand exceeds capacity, during business hours. Parking along Main Street is free with select angled parking spaces throughout the study area restricted to 90 minutes between 8:00 am and 4:00 pm. This has created an extremely inefficient use of existing parking capacity. In a survey to downtown employees, nearly $\frac{1}{4}$ of the respondents admitted to parking in time limited parking and moving their cars periodically to comply with the time restrictions. This behavior presumably greatly affects the Main Street corridor as employees are using valuable parking that would otherwise be available to customers.

1.3 COMMUNITY OUTREACH

Like the Vibrancy Plan, the Master Plan was designed to rely heavily on input from those who will benefit from a vibrant downtown and an improved Main Street corridor. Three community workshops were held throughout the Master Plan process to learn about the plan and provide input.

The first community workshop was held on March 21, 2016. The meeting was attended by 19 members of the public and five City staff members. At the meeting, voting buttons were used to poll attendees' opinions on visual preferences. Results from the polling surveys were used in the development of design concepts, colors, and material preferences. **Figure 8** displays some images from the first community workshop.



Figure 8 Community Workshop #1 Images

The second community workshop was held on September 28, 2016. At this meeting, 47 attendees were presented with concepts for Alisal Street, Lincoln Street, and Main Street including pedestrian connections and outdoor dining options. Attendees expressed what they liked, what they wanted to change, what their 'must haves' were, and what the common themes were. Input from this meeting was used to further develop the conceptual designs.

The third community workshop was held on December 12, 2016. At this meeting, 42 attendees were presented with wayfinding concepts and renderings of what Main Street will look like after completion of the Master Plan. Attendees expressed their opinions on the presentation to ensure that the preliminary design team "got it right" in putting together the concept plans. Input from this meeting was used in the final conceptual designs and this Master Plan document. **Figure 9** displays some images from the third community workshop.



Figure 9 Community Workshop #3 Images

2 RECOMMENDATIONS

This chapter will present the recommendations for the Main Street corridor. Standards, assumptions, and potential challenges which may impede or impact the implementation process are also included.

2.1 SAFETY AND SECURITY

Safety is a powerful perception that can have a strong effect on when, where and if a person visits an area. Throughout the community outreach process, it was evident that public safety within downtown Salinas is a top concern. Within the community, there is a strong desire to make improvements to downtown, and specifically the Main Street corridor, that will make it safer and more appealing during the evening hours. An increase in lighting, public activity, and availability of public amenities and aesthetics can greatly enhance the ambience and perception of safety of the Main Street corridor.

RECOMMENDATIONS

To enhance the safety of Main Street, it is recommended to encourage merchants to stay open later and keep their storefront lighting on in the evenings to increase lighting and public activity. A combination of public and private security should continue to be used to monitor streets and parking facilities in downtown. To further the safety of the Main Street corridor, it is also recommended to install security cameras throughout the corridor.

ASSUMPTIONS

- Proposed fiber optic communication system will provide Ethernet communications to security cameras.
- Monthly recurring costs to provide and maintain Wi-fi services are not considered or included in this estimate of probable cost.

2.2 LIGHTING

Lighting is an important security and unifying element of any streetscape. Generally, there are three types of lighting; building, pedestrian, and vehicular. Building lighting includes all lighting fixtures that are mounted to buildings, facades, canopies, and over hangs. Building lighting is a great way to supplement the lighting recommended within the public right of way and also draws attention to the building and encourages night use of the area. Vehicular and pedestrian lighting are the most common forms of lighting within the public right of way. Vehicular lighting is used to lighten the roadway. It is usually spaced further apart and features yellow light. Comparatively, pedestrian-scale lighting is closer to the ground, usually spaced closer to create an even lighting of the sidewalk, and features white light. Pedestrian-scale lighting is also usually more aesthetic with lamps and poles that have attractive shapes and colors. Decorative lighting can also be incorporated permanently or temporarily in the form of festoon lighting and string lighting.

Between Central Avenue and San Luis Street, there is decorative pedestrian scale lighting on both sides of the street. Currently, the lights along Main Street contain unique historic details that reflect the character of downtown Salinas.

RECOMMENDATIONS

Throughout the Main Street Corridor, illumination should be oriented to the pedestrian realm. Roadway lighting should only be used at intersections and pedestrian crossings, highlighting the important conflict points. Additionally, the pattern of illumination and fixture placement is important. While the Main Street corridor has existing pedestrian scale lighting, it is important to ensure light level uniformity and consistency. It is recommended to space the light fixtures relative to the location of the trees to create a repetitive visual pattern and ensure that the illumination is not blocked by the shade trees. Since the existing light fixtures are in good shape and reflect the historic character of downtown Salinas, it is recommended to preserve and restore the existing fixtures and incorporate the design into other streetscape elements.

Special considerations should also be taken to highlight key areas or nodes with accent lighting. It is recommended to incorporate festoon lighting, string lighting around trees, and up lighting under trees to accent important streetscape features and effectively illuminate activity areas in a spirited way. **Figure 10** displays an example of tree lighting. Adequate lighting is important to promote a safe nighttime environment.



Figure 10 Tree Lights can create a festive and safe feeling

ASSUMPTIONS

- Lighting changes can be achieved through re-use of existing poles and re-finishing them to conform to the color palette utilized for other poles within the corridor.
- Electrical outlets need to be provided to power decorative lighting options including festoon lighting, string lighting around trees, and up lighting under trees.
- String lighting around trees cannot be installed until trees are mature.

2.3 DESIGN AESTHETICS

As part of the public realm, Main Street has a variety of streetscape amenities that have been added to the fabric of the street over time. **Figure 11** displays the existing streetscape features. The wide sidewalks on both sides of Main Street provide a great canvas for shared activities and uses. Active design techniques are recommended to create a great experience that accommodates the needs of the adjacent land uses and general civic functions. This can include aesthetics, sidewalk cafes, plazas, seating areas, public facilities, and other amenities. Public facilities make visitors feel comfortable and portray a sense of care that the City has for the public. Amenities should respond to the needs of the street and to the activities that take place along it. **Figure 12** displays the recommended streetscape aesthetic concept for the Main Street corridor.

Public facilities also present opportunities for the display of public art. Permanent murals, temporary art displays, and sculptures can be installed along Main Street. The City of Salinas has established an Ordinance for Public Arts. As part of the ordinance, a 0.5 percent fee on the value of any upcoming city

construction-related capital improvement program project will be enforced to create a municipal arts fund. The fund will be used to pay, maintain, and repair public art in Salinas. Additionally, a Public Art Commission will be created as part of the ordinance to identify and actively encourage development and sustainability of the arts in Salinas. The Commission will be an advisory to the city council and will be made up of seven art professionals appointed by council.

Peter Kageyama, author of “For the Love of Cities”, urged the City of Salinas to create unique signature places. Main Street currently has a great foundation of historic facades, public amenities, and streetscape vegetation. With a great foundation, small incremental improvements (recommended below) can create a large impact. With very little investment, older buildings and amenities can perform to modern standards without compromising their historic design quality.



Figure 11 Existing Streetscape Character

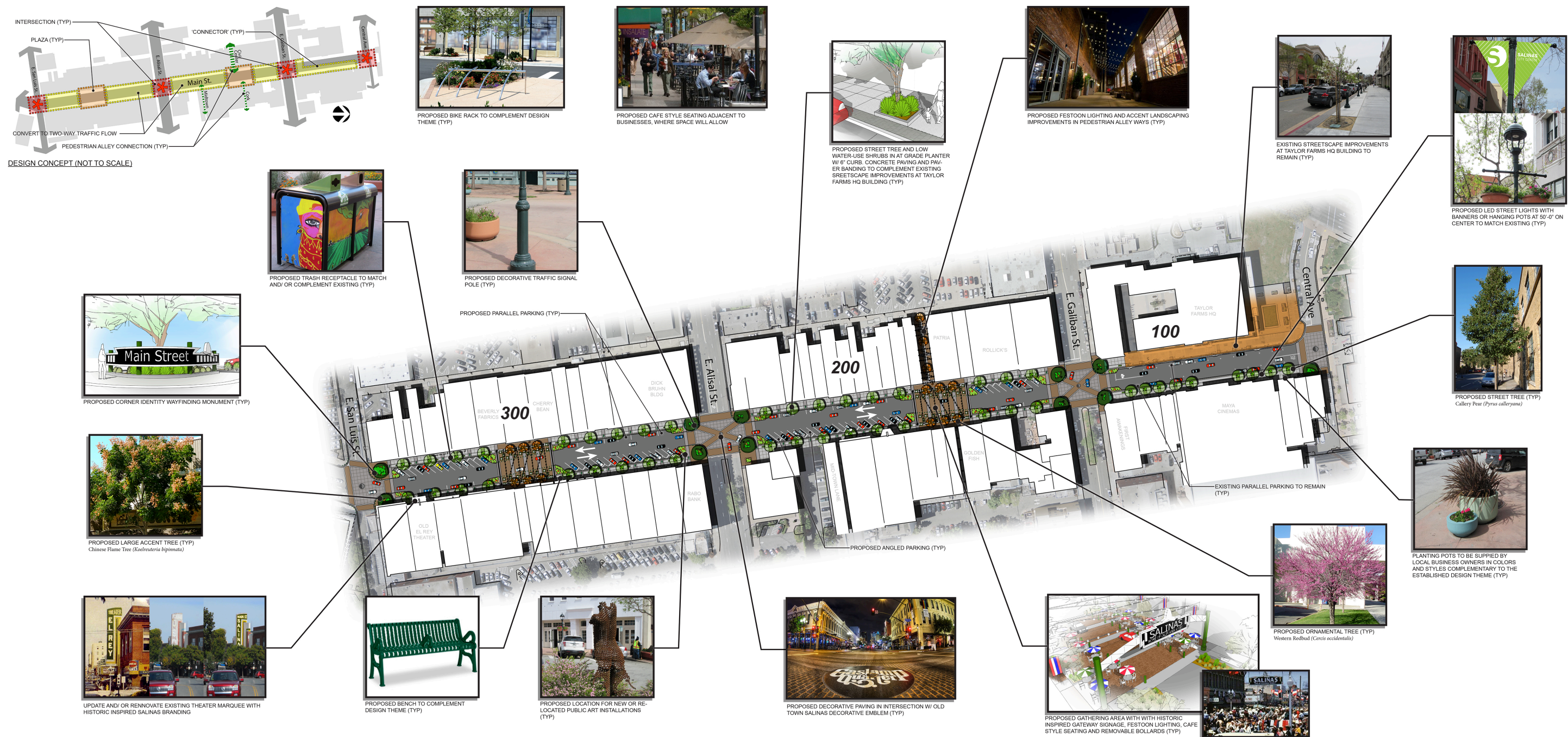


Figure 12 Main Street Streetscape Aesthetic Concept

PRINCIPLES OF HARDSCAPE SELECTION

Maintenance

- 1) High strength, durable materials, which closely match those already used on Main Street
- 2) Colors and finishes should be resilient, long-lasting, and easily reproducible to reduce life-cycle maintenance

Aesthetic

- 1) Clear and legible material palette which complements the Main Street business district without distracting from its established character
- 2) Consistent scoring patterns build a clear and simple rhythm along Main Street

Environmental Criteria

- 1) Selection of neutral cooler tones create a calming effect and perception of cooler ambient temperature while the use of textured finishes reduce glare
- 2) Long lifespan of selected materials reduces environmental impact
- 3) Reduce carbon footprint by utilizing local and recycled materials, such as local aggregates for concrete

Figures 13-15 display the recommended hardscape concepts for the Main Street Corridor

RECOMMENDED MATERIAL TYPES

Sidewalk Paving

- 1) Color: Standard Gray
- 2) Pattern: 6'x6' Saw cut Joints (approximate, adjust per sidewalk width), Expansion joints with color matching sealant
- 3) Texture: Medium Broom

Sidewalk Accent Banding

- 1) Color: Standard Gray
- 2) Pattern: 16" Wide, Saw cut Joints max 10'-0" spacing, Expansion joints with color matching sealant
- 3) Texture: Exposed Aggregate or Top Cast 015, Up to 6.5mm

Sidewalk Paver Banding

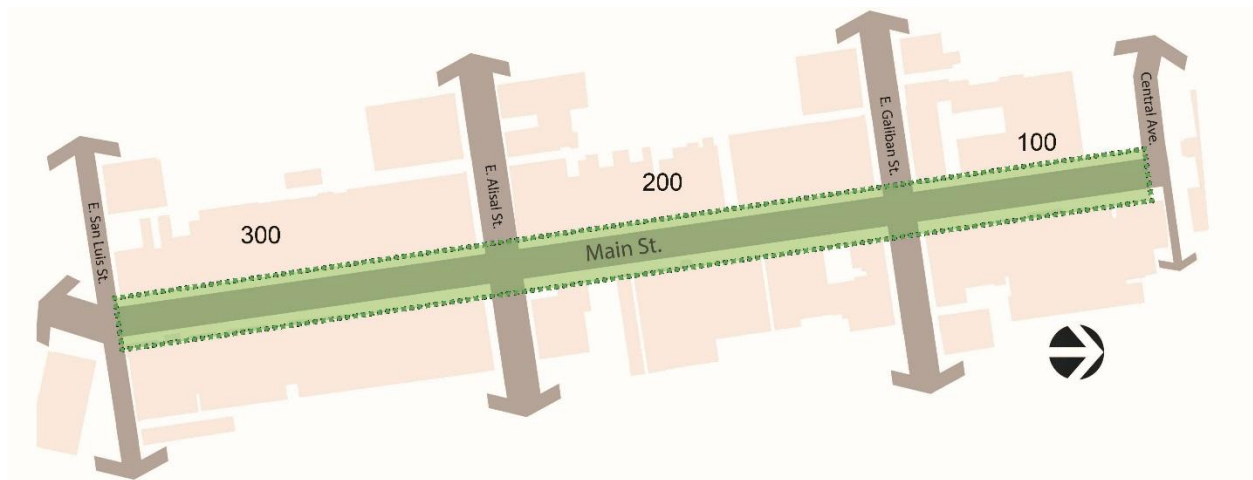
- 1) Manufacturer: Akerstone
- 2) Color: Brown (Through Mix, Mocha Brown) *to match existing*
- 3) Size: 6"x6"
- 4) Pattern: Running Bond

Crosswalk Accent Banding

- 1) Color: Davis Colors #677 Kailua
- 2) Pattern: 16" Wide, Saw cut Joints max 10'-0" spacing, Expansion joints with color matching sealant
- 3) Texture: Top Cast Finish 03 Acid Etch

Crosswalk/ Plaza Pavers

- 1) Manufacturer: Akerstone
- 2) Color: Tan (Montego Blend)
- 3) Size: 6"x12"
- 4) Pattern: Herringbone



Legend

- 1 Concrete Curb and Gutter
- 2 Interlocking Concrete Pavers
Size: 6"x6"
Color: Dark Brown
- 3 Interlocking Concrete Pavers
Size: 6"x12"
Color: Tan
- 4 Concrete Sidewalk
Color: Standard Gray
Texture: Medium Broom Finish
- 5 Concrete Sidewalk
Color: Standard Gray
Finish: Exposed Aggregate
- 6 Street Light Pole w/Banners
- 7 Typical Amenity Location
Benches
Trash Receptacles
Bike Racks
- 8 Concrete Landscape Header
Color: Standard Gray
Finish: Exposed Aggregate
Size: 6"x6"
- 9 Landscape Area
- 10 Building Porch
to Reflect Architecture by Others
(Not a part of this Project)
- 11 Pedestrian Bollard
- 12 Concrete Band
Color: Brown
Size: 16" Wide
- 13 Tactile Warning Band

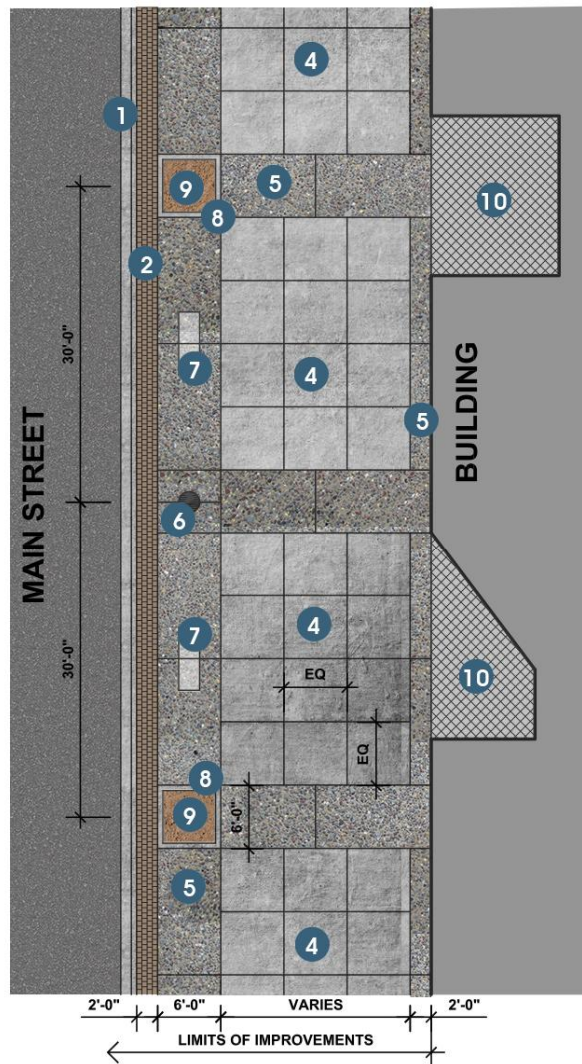


Figure 13 Main Street Hardscape Concept

Legend

- 1 Concrete Curb and Gutter
- 2 Interlocking Concrete Pavers
Size: 6"x6"
Color: Dark Brown
- 3 Interlocking Concrete Pavers
Size: 6"x12"
Color: Tan
- 4 Concrete Sidewalk
Color: Standard Gray
Texture: Medium Broom Finish
- 5 Concrete Sidewalk
Color: Standard Gray
Finish: Exposed Aggregate
- 6 Street Light Pole w/Banners
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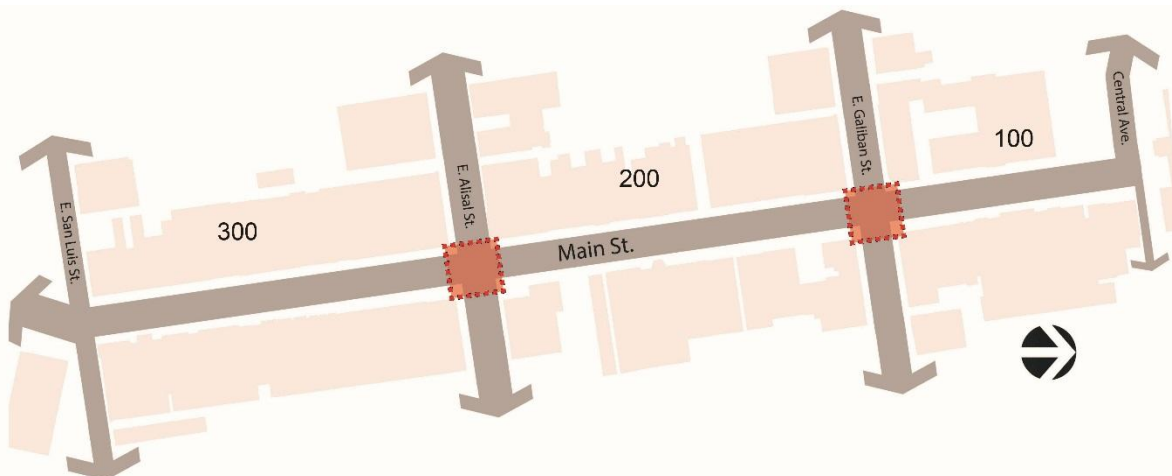
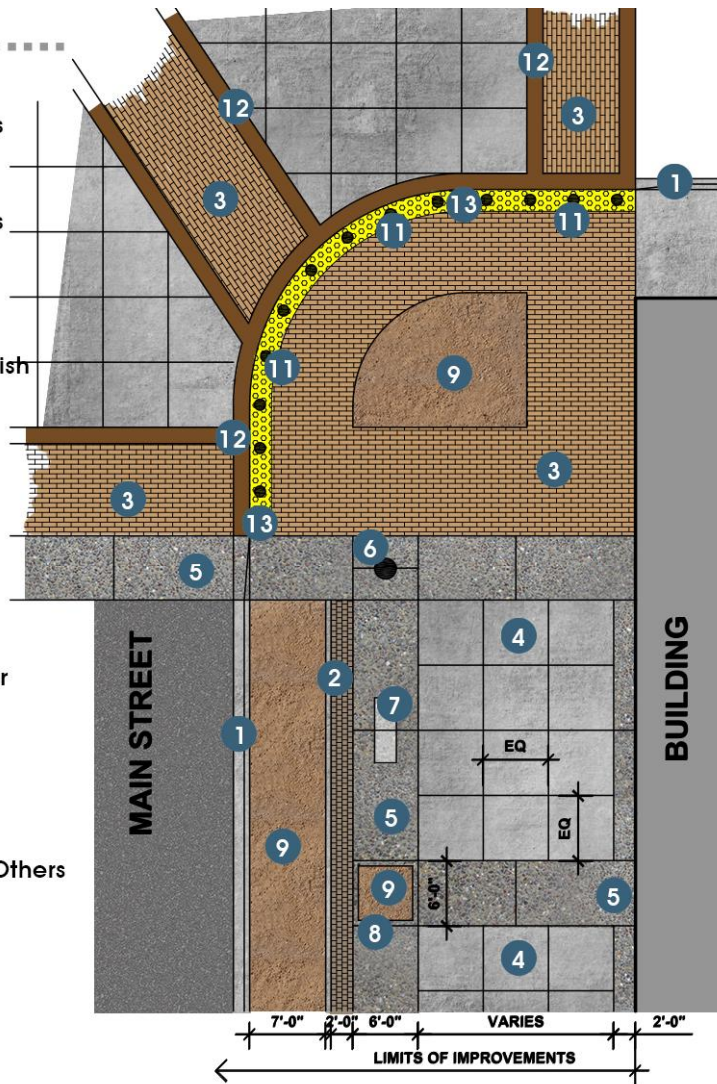
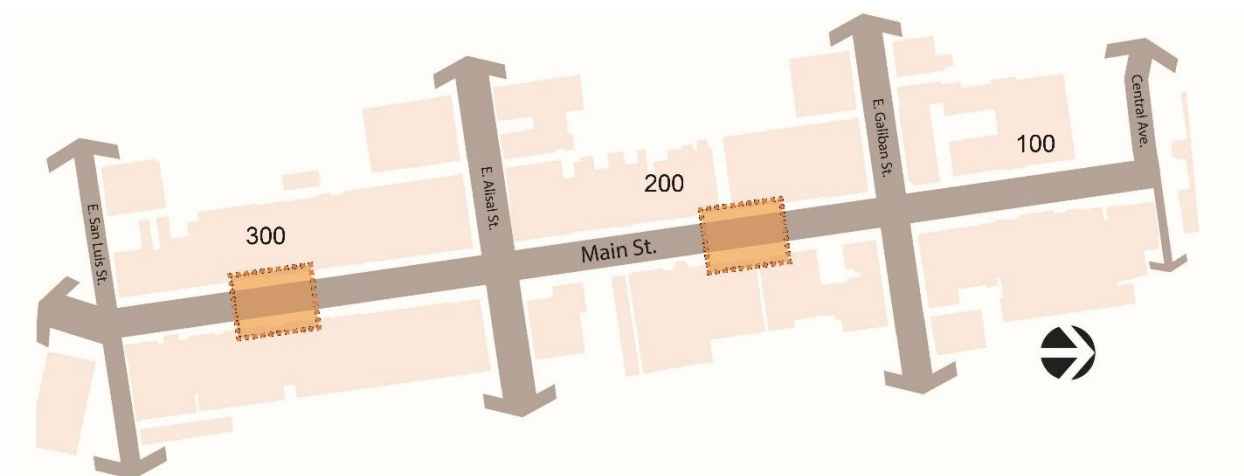


Figure 14 Pedestrian Scramble Hardscape Concept



Legend

- 1 Concrete Curb and Gutter
- 2 Interlocking Concrete Pavers
Size: 6"x6"
Color: Dark Brown
- 3 Interlocking Concrete Pavers
Size: 6"x12"
Color: Tan
- 4 Concrete Sidewalk
Color: Standard Gray
Texture: Medium Broom Finish
- 5 Concrete Sidewalk
Color: Standard Gray
Finish: Exposed Aggregate
- 6 Street Light Pole w/Banners
- 7 Typical Amenity Location
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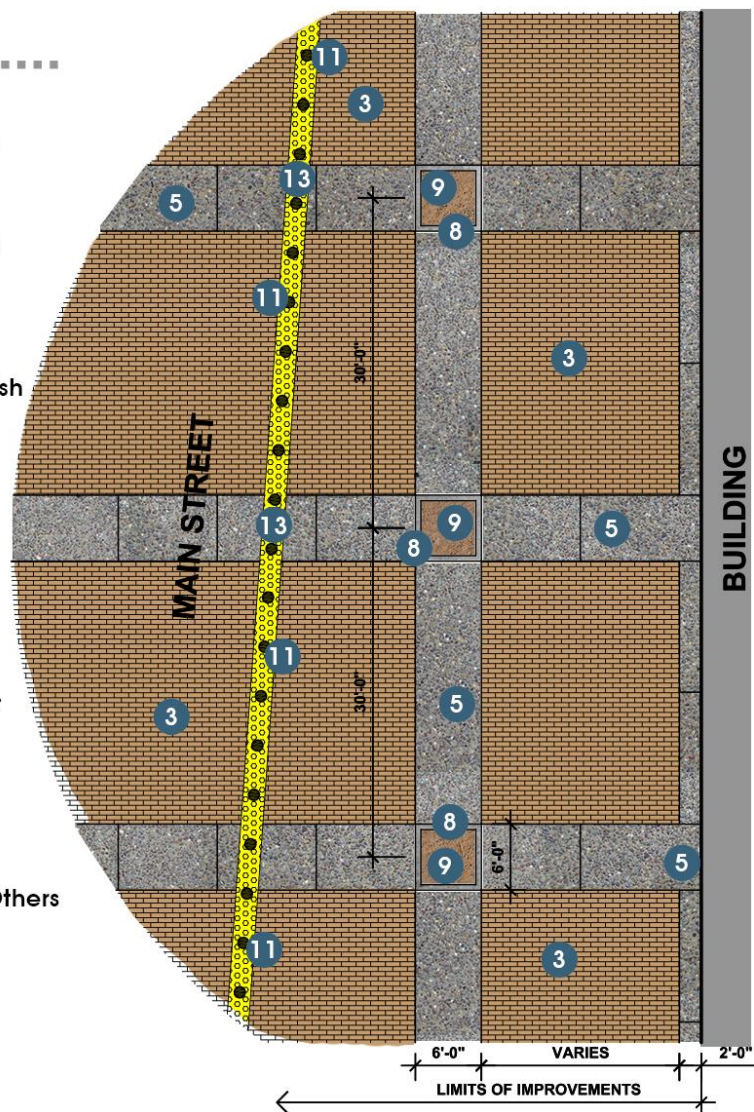


Figure 15 Midblock Crossing Hardscape Concept

RECOMMENDED SITE FURNISHING

Bollards

To match existing



Benches

- 1) Manufacturer: Landscape Forms
- 2) Model: Scarborough 72" Backless
- 3) Color: Ivy



Café Seating

Option 1

- 1) Manufacturer: Keystone Ridge
- 2) Model: Sienna Table Set-Square
- 3) Color: Hunter Green or Gloss Black



Option 2

- 1) Manufacturer: Wabash Valley
- 2) Model: Classic Series Table and Chairs-Round-Rib Pattern
- 3) Colors: Green or Black



Café Seating, continued

Option 3

- 1) Manufacturer: Victor Stanley
- 2) Model: Bistro Tables - 42"Height
- 3) Colors: Green or Black



Option 4

- 1) Manufacturer: Maglin
- 2) Model: 1050 Series
- 3) Colors: Evergreen or Black



Waste Receptacles

Salvage and/or match existing



Bike Racks

- 1) Manufacturer: Landscape Forms
- 2) Model: Bicilinea 10'
- 3) Color: Stainless Steel



“Art Racks”

Option to install non-standard bicycle racks and provide an opportunity for local artist to design unique pieces that can act as both sculptural art and bicycle racks.



Railing

- 1) Manufacturer: Ameristar
- 2) Model: Montage Plus-Majestic Style 3.5' Height
- 3) Color: Black



Traffic Signal Poles

Standard Caltrans Type 15TS with decorative base for retro-fit



Light Poles

Salvage and/or match existing



2.4 SIGNAGE, WAYFINDING AND IDENTITY

Signage is important to guide the movement of people into and through the downtown area. Existing public realm signage along Main Street is a mixture of many different types, some oriented to the driver and some to the pedestrian.

WAYFINDING

The City of Salinas has a series of parking facilities, both garages and surface lots, which are relatively under used. Providing clear direction to these lots and directing visitors to the appropriate parking facility, nearest their destination is a critical issue in the downtown business district. Another existing issue with the City of Salinas is the use of active transportation facilities. Wayfinding signs can ease navigation for bicyclists and pedestrians and promote the use of new and existing transportation facilities by enhancing the visibility and safety for these facilities.

The Transportation Agency for Monterey County (TAMC) has developed a *Regional Bicycle & Pedestrian Wayfinding Plan for Monterey County* to provide standard guidelines for bicycle and pedestrian wayfinding throughout Monterey County. The goal is to improve access, provide consistency, and promote key features. Uniform signage supports residents and visitors who want to bicycle and walk for transportation and recreation, and can enhance each jurisdiction's brand as a regional destination. Additionally, the *Manual on Uniform Traffic Control Devices* (MUTCD) has an example of a color-coded community wayfinding guide sign system. The example uses a color-coded system to distinguish between different community areas and different landmarks within those community areas. Furthermore, the Salinas City Center Improvement Association (SCCIA) has developed a color story for street pole banners within downtown Salinas. The story established a logo for the city center and a color key code for various themes including; business, merchants, arts/entertainment, food/beverage, parking, and government/nonprofit.

A City of Salinas Downtown Wayfinding Plan has been proposed. This plan will consider elements in the TAMC *Regional Bicycle & Pedestrian Wayfinding Plan for Monterey County*, MUTCD, and SCCIA Color Story as well as community input to develop a wayfinding plan to facilitate vehicular, bicycle, and pedestrian navigation, identify points of interest, and convey a downtown identity. Before any construction is started on Main Street, recommendations within the wayfinding plan should be incorporated.

Along Main Street, it is recommended to provide highly visible signage and identity markers which clearly convey the location of primary destinations and points of interest to both vehicular, bicycle and pedestrian traffic. These markers will not just be used to guide residents and visitors through Main Street, but will also be used to promote historic tourism by signifying historically significant places and events. It is also recommended to use directional kiosks to provide additional information and assistance. Kiosks can help residents and visitors navigate to and from all the businesses and amenities in downtown and can also provide space for revolving advertisements and other information. **Figure 16** displays examples of informational kiosks.



Figure 16 Example Informational Kiosks

GATEWAY AND IDENTITY

Currently, there is no distinguishable gateway into the Main Street corridor and downtown Salinas as a whole. It is recommended to install a landmark sign that reflects the historic Salinas sign that hung above Main Street many years ago. **Figure 17** displays the landmark sign concept. Installation of a landmark sign will foster the future vision and capture the unique past of Main Street and downtown Salinas.

The creation of an identifiable gateway and other supporting identity elements will reinforce the Main Street corridor with a contemporary take on the rich history of Salinas and the surrounding region. In addition, the proposed storytelling and wayfinding features will serve as key components and orienting devices within the downtown core which are easily navigable and create learning experiences and lasting memories for residents and visitors alike.

These signs will either be installed as part of the City's Main Street improvements or through a privately funded effort by the Rotary Club. The Rotary Club is presently evaluating potential designs and soliciting private funding for gateway signage. The location of these signs may be modified as well.

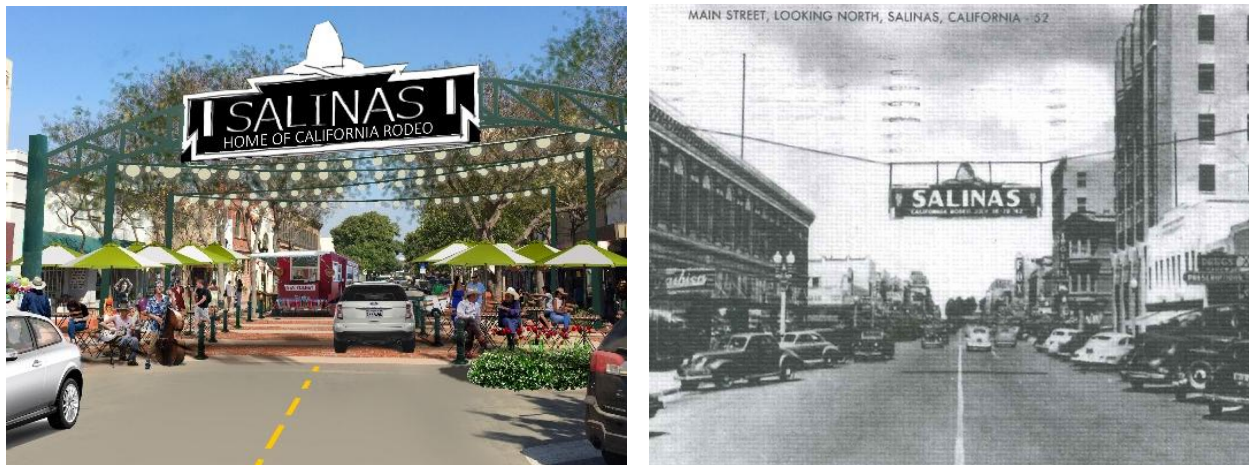


Figure 17 Main Street Gateway Concept

BANNERS



Figure 18 Proposed Streetlight Banner Concept

Currently, there are banners on some of the light poles along the Main Street corridor. It is recommended to continue to utilize banners to accentuate streetscapes and convey important City messages to the public. **Figure 18** displays the proposed banner concept. The proposed banner concept includes elements from the SCCIA Color Story. Banners can also accompany the gateway sign to welcome visitors to the Main Street corridor. It is important to establish uniform procedures for the design, installation, maintenance and removal of banners.

Banners are an inexpensive but highly effective proposed method to reinforce the Main Street business district's identity. They will create a visual axis of color, promote a cohesive feel and establish a sense of vibrancy along Main Street. Seasonally, they can be used to celebrate special events, holidays and specific businesses or new city initiatives.

STORYTELLING

The City of Salinas and the surrounding region has a long and rich history with many stories to be told. The depth of its agricultural and literary impacts on the world are unprecedented. These stories should be creatively woven throughout Main Street and the rest of the downtown core. Incorporating them directly into placemaking features such as paving and furnishings will convey a unique and memorable style.

It is recommended to use historic markers and plaques as part of the wayfinding program to reflect historically significant places and events. To distinguish the storytelling elements from other wayfinding actions, use of a common symbol is recommended to designate historic sites along a historic walk. **Figure 19** displays the historic marker concepts.

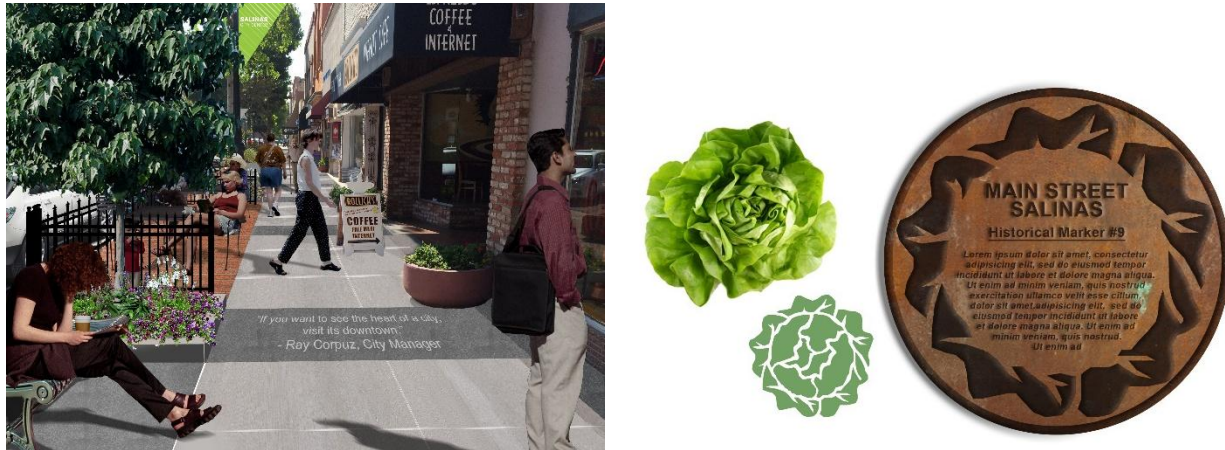


Figure 19 Proposed Storytelling Concepts

2.5 IMPLEMENTATION AND CONSTRUCTION

One of the main challenges faced when reconstructing a roadway such as Main Street is the impact to existing businesses during construction. During the design of the improvements, it will be important to coordinate with the businesses along Main Street both as a group, and one-on-one to come up with big picture construction staging plans that impact all business owners, along with understanding the individual needs of the different businesses. Weekend or night work in front of certain businesses may be preferred due to the nature of their business. Specialized signage that indicates the business are still open during construction can be utilized to help maintain customers. A reoccurring meeting with businesses and residents, before and during construction, will assist in providing timely updates and fielding complaints and comments.

2.6 GRADING, DRAINAGE AND ADA COMPLIANCE

Another design challenge will be conforming sidewalk to existing doorways while complying with ADA. Every business essentially has a unique doorway that needs to be accommodated by the sidewalk design. At doorways with a significant vertical difference relative to the proposed sidewalk, it may be necessary to design ramps in the sidewalk to allow for ADA compliant access.

Other design challenges will likely include intercepting existing private drainage and routing that to the curb face and adjusting existing utilities in the sidewalk and roadway. One additional area that could significantly impact implementation of the proposed improvements and that should be researched further is the potential existence of sub-basements, basements which extend out from a building under the sidewalk. While not

typical, they can be found in areas with older downtown infrastructure, similar to the buildings on Main Street. Sub-basements can lead to significant challenges during construction, because when the sidewalk is removed, it can expose the top of the sub-basement, which are typically not in good condition. Immediate concerns could include damage or even failure of the sub-basement system. Longer term concerns include the potential for increased water damage/water infiltration, and potential liability for the City.

2.7 UTILITIES

There are numerous sub-grade utilities and vaults (water, sewer, power, telecommunications) within the existing right of way of Main Street. The implementation of the streetscape elements presented in this document might require some relocation or alteration of existing utilities.

DESIGN CONSIDERATIONS

A big challenge in the implementation of the recommended streetscape improvements is unknown underground utilities that are typical for older roads such as Main Street. It is not uncommon to encounter old and abandoned utilities, some of which that may even require specialized removal, such as old gas lamp infrastructure. Other utilities that may be encountered include sanitary sewer laterals, which are likely to be old and in need of replacement. With a project, such as this, it is recommended to research and understand the typical age of the sewer laterals, and to replace them as part of the project if they are near the end of their useful lifespan.

2.8 TRAFFIC AND TRANSPORTATION

Streets often define a place by how they are configured. The Vibrancy Plan proposed to alter transportation patterns and street characteristics to emphasize downtown Salinas as a primary destination and activity center. These changes intentionally reduce vehicle speeds to emphasize pedestrian and bicycle travel. This Master Plan identifies how the Vibrancy Plan's transportation goals can be accomplished along Main Street.

CIRCULATION

It is recommended that Main Street be converted to two-way travel. Today, Salinas Street, Monterey Street and Main Street are all one-way streets within downtown. Salinas and Monterey Street are both three lane facilities parallel to Main Street and operate as a one-way couplet within downtown Salinas. With the conversion of Main Street to two-way travel, the traffic conditions on Salinas and Monterey Street will remain similar. Traffic volumes on Salinas and Monterey Street may decrease slightly because the conversion of Main Street will eliminate recirculating traffic. With the low vehicle speeds and higher pedestrian and bicycle activity on Main Street, vehicles traveling through the downtown area will still use Salinas and Monterey Street. Conversely, Main Street will mostly be used by local traffic and downtown patrons. The conversion of Main Street will increase visibility to businesses and eliminate out-of-direction travel. These changes will emphasize Main Street as a destination, a place where vehicle speeds are slow and visitors park once and walk through the study area. **Figure 20** exhibits the recommended circulation concept for the Main Street corridor.

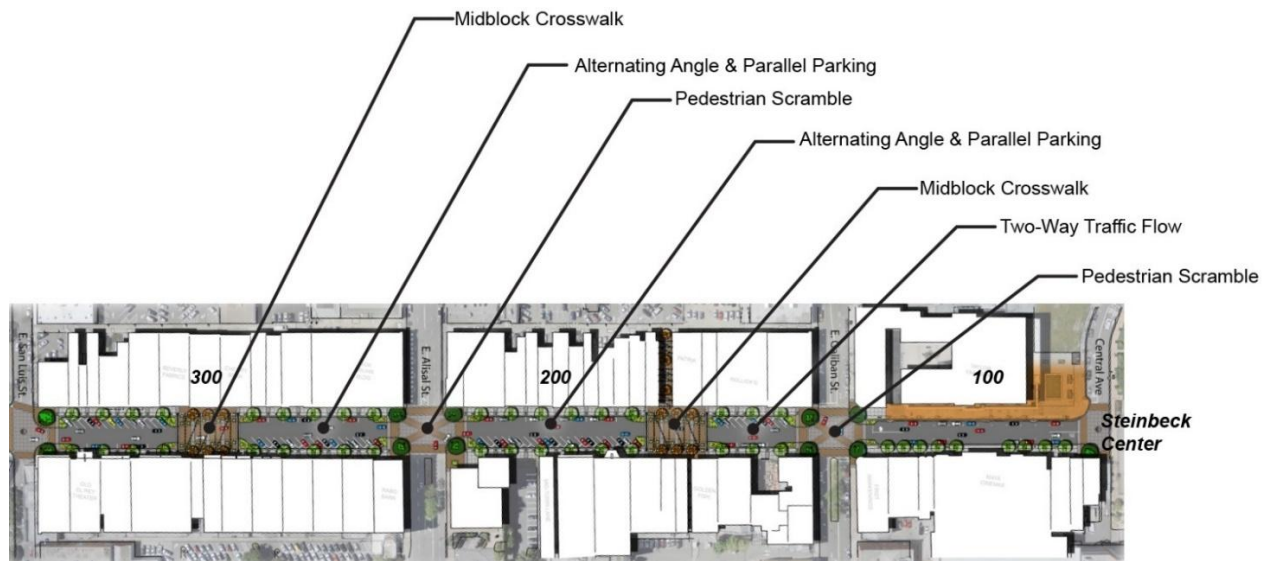


Figure 20 Main Street Circulation Concept

PEDESTRIAN CONNECTION

A desirable Main Street requires the presence of people. A pedestrian-friendly environment will encourage longer walking trips, and result in downtown visitors choosing to linger longer and stop at multiple destinations along the street.

Many pedestrians do not like to travel out of direction to get to their destination. Between Gabilan Street and San Luis Street the blocks are long (approximately 600 feet). This creates an impedance to walking as pedestrians have to travel out of their way to cross the downtown area. Main Street already has two midblock crosswalks between these superblocks to provide places for pedestrians to cross Main Street in between intersections. However, direct pedestrian routes from Main Street to other areas in downtown do not exist.

It is recommended to provide an alleyway pedestrian connection between Main Street and Salinas Street. The pedestrian connection would be provided by the alley way between Gabilan Street and Alisal Street at the existing midblock pedestrian crossing. **Figure 21** displays the proposed Main Street to Government Center connection.

The alleyway connection can be further enhanced to become an attractive place for pedestrians and business owners to utilize with no additional land or right of way acquisition required. The renovation of this alleyway into a clean and accessible common area will allow for greater access to destinations and more choices for pedestrians, all together creating a more friendly pedestrian experience and increase activity within the Main Street atmosphere.

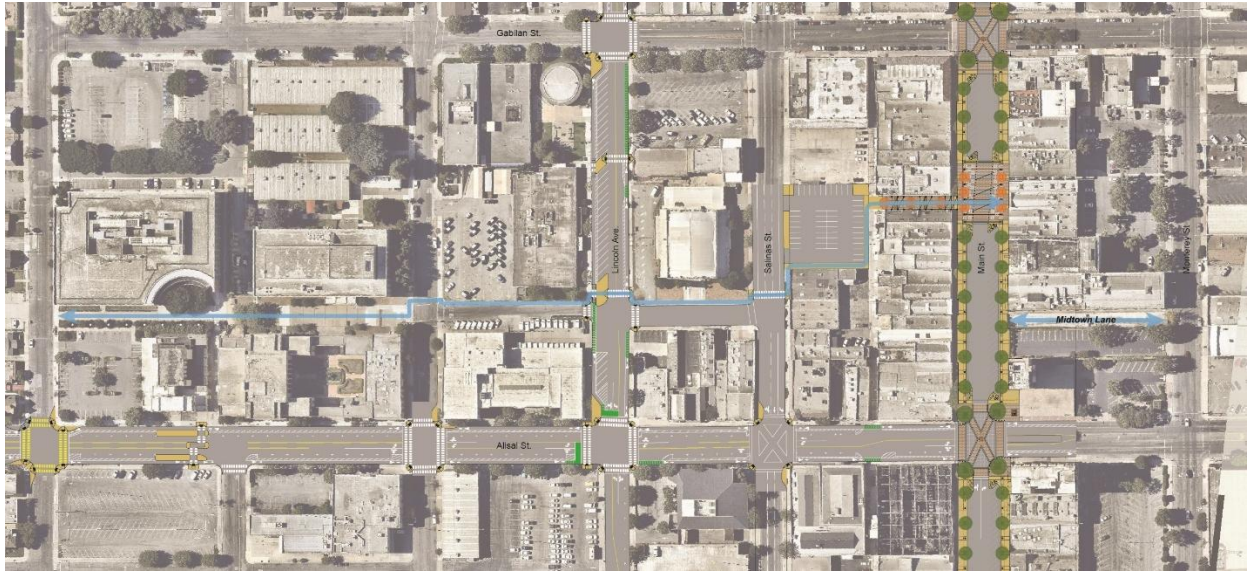


Figure 21 Main Street Pedestrian Connection

BICYCLE MOBILITY

Salinas has a climate and a topography that allows for comfortable bicycling year round. The conversion of Main Street to two-way operations and the complete street improvements to Main Street, Alisal Street, and Lincoln Street will help attract more people to travel downtown on bicycles. **Figure 22** displays the existing and proposed bicycle network in downtown Salinas. As shown in the figure, Class II Bike lanes are recommended on Alisal Street, Lincoln Street and Salinas Street. Class III Bicycle Routes are also recommended throughout the downtown area, including Main Street.

Bicycle lanes (Class II facility) are defined as a portion of the roadway that has been designated by striping, signage, and pavement markings for the exclusive use of bicyclists. Bike lanes enable bicyclists to ride at their preferred speed without interference from prevailing traffic conditions. Bike lanes can be colored to increase visibility. They can also be coupled with buffers and on-street parking to increase the space between the bike lane and the travel lane. Bike Routes (Class III facility) provide shared use with motor vehicle traffic within the same travel lane. They can be designated by signage or striping. “Sharrows” or shared lane markings can be used to delineate the road as a shared-use facility.

The addition of both dedicated and shared-use bicycle facilities throughout downtown will provide residents and visitors with an alternative, affordable, and active transportation choice. Along Main Street, residents and visitors traveling on bikes will be traveling at a pace where they can be enticed by the sights, scents, and sounds of the Main Street businesses; encouraging more activity and commerce.

There are several bicycle racks along Main Street between the Steinbeck Center and San Luis Street. Having safe and easily accessible places to lock your bike is a big incentive for urban cycling. It is recommended to utilize the TAMC application process to acquire “art racks” at a discounted rate. These non-standard bicycle racks can provide an opportunity for local artist to design unique and innovative pieces along Main Street that can act as both sculptural art and serve as bicycle racks. These bicycle racks will help enhance the aesthetic appeal of Main street, further promote bicycle activity, and can help to brand Main Street.

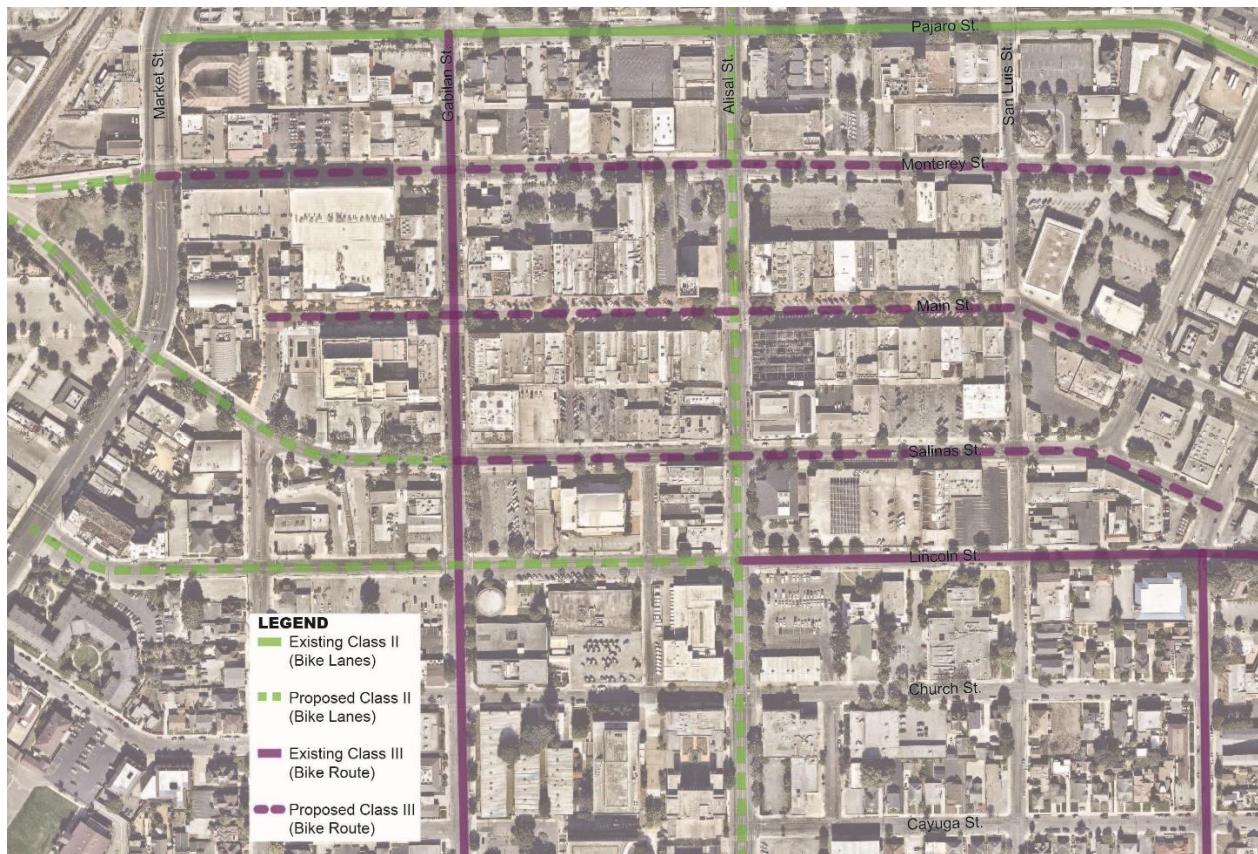


Figure 22 Downtown Salinas Bicycle Network

INTERSECTIONS

Pedestrians represent the most vulnerable street users and intersections are the most common point of convergence between pedestrian and motor vehicles. To further enhance pedestrian mobility, as part of both the Master Plan and the Downtown Compete Streets project, it is recommended to install pedestrian scramble phasing at the intersections of Main Street at Alisal Street and Main Street at Gabilan Street. **Figure 23** displays the proposed pedestrian scramble at Gabilan Street and Main Street.

Pedestrian scramble phasing is used at intersections with large pedestrian flows. This phasing stops all motor vehicle travel, including right-turns on red, and allows pedestrians to cross in all directions, including diagonally. The scramble enables pedestrians to cross diagonally through the intersection, preventing them from having to cross two roadways and potentially wait for two signals to get to the opposite corner of an intersection.

To enhance the pedestrian scramble phasing, it is also proposed to install decorative perpendicular and diagonal crosswalks at both intersection locations. This unique design treatment will help to emphasize pedestrian's presence at the intersections and bring additional appeal to the Main Street corridor. Below is a rendering of what a pedestrian scramble will look like at the intersection of Main Street and Gabilan Street.

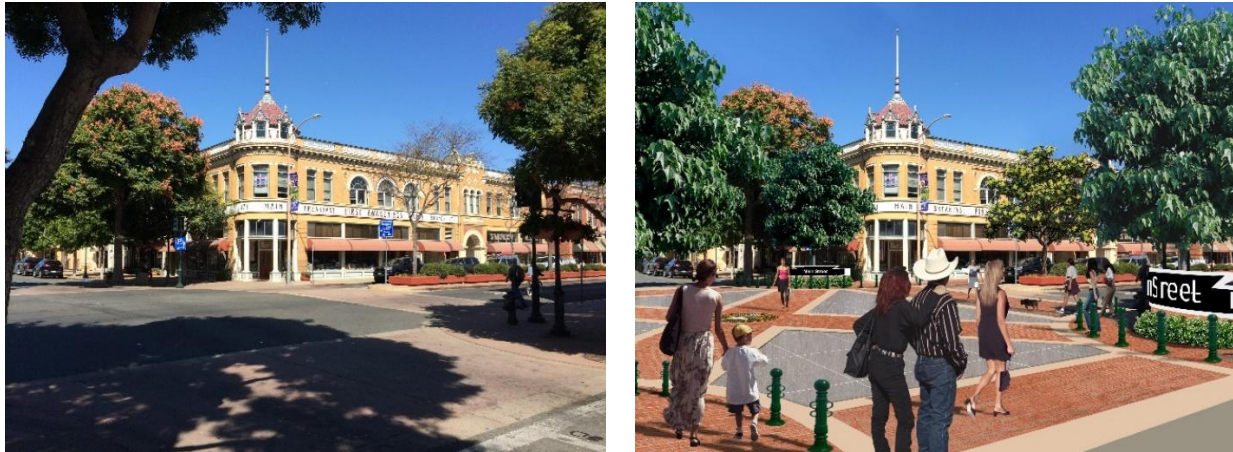


Figure 23 Proposed Scramble Intersection Treatment (Before and After)

ASSUMPTIONS

- It has been assumed that all new electrical conduit will be required along Main Street for power service and communication cabling.
- Proposed fiber optic communication system will provide Ethernet communications to traffic signals and Wi-Fi access points.
- Traffic signal modifications at Alisal Street and Gabilan Street assume new traffic signal poles, equipment, cabinets, and cabling will be required. Some cost savings could be achieved through re-use of existing poles and re-finishing them to conform to the color palette utilized for other poles within the corridor.
- Monthly recurring costs to provide and maintain Wi-Fi services are not considered or included in the estimate of probable cost (see appendix).

2.9 PARKING

Parking has always been a critical piece of the activity in downtown Salinas. The City of Salinas is responsible for managing the on-street parking. On-street parking provides a direct benefit to Main Street retailers. When metered, it can also provide an important source of revenue back to the city.

RECOMMENDATIONS

To accommodate two travel lanes and balance the parking supply, it is recommended to switch angled parking and parallel parking midblock. The angled parking will allow for more spaces, while the parallel parking will provide for better loading zones and drop-off areas. Altering parking helps to balance parking supply on both sides of the roadway.

This proposed change in parking will result in approximately 92 parking spaces between Gabilan Street and San Luis Street. Currently, there are approximately 104 angled parking spaces between Gabilan Street and San Luis Street. Therefore, the conversion of Main Street to two-way traffic and conversion of angled and parallel parking will result in the loss of 12 parking spaces along the Main Street corridor.

ASSUMPTIONS

- All non-parallel parking spaces have been assumed to include a wheel stop, this quantity would modify as ADA and electric vehicle charging stations are allocated.
- Proposed fiber optic communication system will support backhaul for smart parking and electric vehicle charging stations.
- The proposed public parking lot between the Main Street Alley and Salinas Street has been quantified and estimated separately from other similar work items.