



August 2, 2016

Mr. Ray Corpuz-City Manager  
City of Salinas  
200 Lincoln Avenue  
Salinas, CA 93901

RE: Support for Outdoor Dining in the Salinas City Center Improvement Association District

Dear Mr. Corpuz:

Thank You for meeting with the Salinas City Center Improvement Association (“SCCIA”) Land Use Committee. Per the meeting and on behalf of the SCCIA Board, we submit the following request/proposal.

The SCCIA Board along with the District Manager have heard from our Association members and District merchants expressing support to create more opportunities for outdoor dining options downtown. The Board understands that there are City permit/encroachment fees and permit processing requirements associated with requests for outdoor dining. It is our hope that the City can offer assistance in easing what are perceived by our property owners and restaurant merchants to be hurdles. Increased sidewalk dining opportunities will add to foot traffic and vibrancy that will result in the economic and safety betterment of the Salinas City Center.

The goal of the SCCIA Board in this matter is to encourage multiple eateries to expand and offer outdoor dining opportunities within the next 60-90 days. SCCIA will publicize multiple outdoor dining options in hopes of bringing more business to the district. A thorough restaurant study indicates not less than ten (10) restaurants would like to offer outside dining (survey is available).

With this goal in mind, the intention of this letter is to ask you, the Mayor and City Council to encourage this requested cooperation with the City of Salinas staff to streamline the outdoor dining permit/encroachment requirements for qualified applicants in good standing (business licenses in hand) with the City and SCCIA. Specifically, the SCCIA Board is requesting a two (2) year trial to get this outdoor dining program underway. We would respectfully request a moratorium of fees or funds for this two-year trial period to permit no less than ten (10) qualified applicants to be eligible to participate. SCCIA current understanding is the City requires a \$300 permit/encroachment fee followed by a \$100 renewal fee. The SCCIA Board looks to City Council to perhaps vote in favor of waiving the typical fees (minor) associated with the encroachment permit process to assist and encourage qualified restaurants to participate in the outdoor dining program. With City encouragement and assistance in place, it will be abundantly clear that the City supports the current momentum that the dining outdoors can bring to Downtown and ultimately helps to make Salinas City Center more successful and economically viable commercial area.

It is recognized that the encroachment permit process will formalize outdoor seating considerations, including, but not limited to:

- Limiting seating to specific sidewalk locations that allow proper pedestrian right of way and do not encroach upon areas of adjoining building spaces;
- The designated dining areas will be cleaned and maintained by the eatery so as not to create any additional waste or litter issues;



Salinas City Center Improvement Association  
10-B Midtown Lane  
Salinas, California 93901

- All tables, chairs or any other furnishings will be removed by end of business each day and stored indoors;
- If/when use of umbrellas is proposed, umbrellas shall be a minimum of seven (7) feet tall so as not to impede upon pedestrian sidewalk space;
- Any changes to the sidewalk to accommodate outdoor dining, including but not limited to railing to define seating areas, planter box partition, painting, reconstruction, or altering of sidewalk area, must be proposed and considered as part of the City permits process; and,
- All other state and local laws related to outdoor dining, such as ABC permitting, will be adhered to.

The SCCIA requests that the outdoor dining approval process be expedited and a moratorium of fees proposed expire two (2) years from the date of original approval by the City Council, if Council approval is required. After this trial period, respective businesses may choose to pay the renewal fee for the continued benefit of outdoor dining and new businesses will be required to go through the current encroachment permit process, as may be amended from time to time.

Thank you for your consideration of expedited approval and this trial period request to waive encroachment permit and planning review fees for outdoor dining for two (2) years. SCCIA seeks to work cooperatively with the City Council and City staff and build upon the burgeoning success of the Downtown Salinas dining scene.

Sincerely,



Kenneth Steen Jr.  
District Manager-Salinas City Center Improvement Association  
(831) 905-1422

Cc: Catherine Kobrinsky Evans- President (Interim), SCCIA  
Frank Saunders- Committee Chair, Sidewalk Operation, Beautification and Order (SOBO), SCCIA  
Brian Finegan-Committee Chair, Land Use Committee, SCCIA  
Margaret D'Arrigo Martin-Co-Chair, District Identity Committee, SCCIA  
Meryl Rasmussen-Co-Chair, District Identity Committee, SCCIA