

# CITY OF SALINAS

## *Main Street Master Plan*



## FINAL DRAFT

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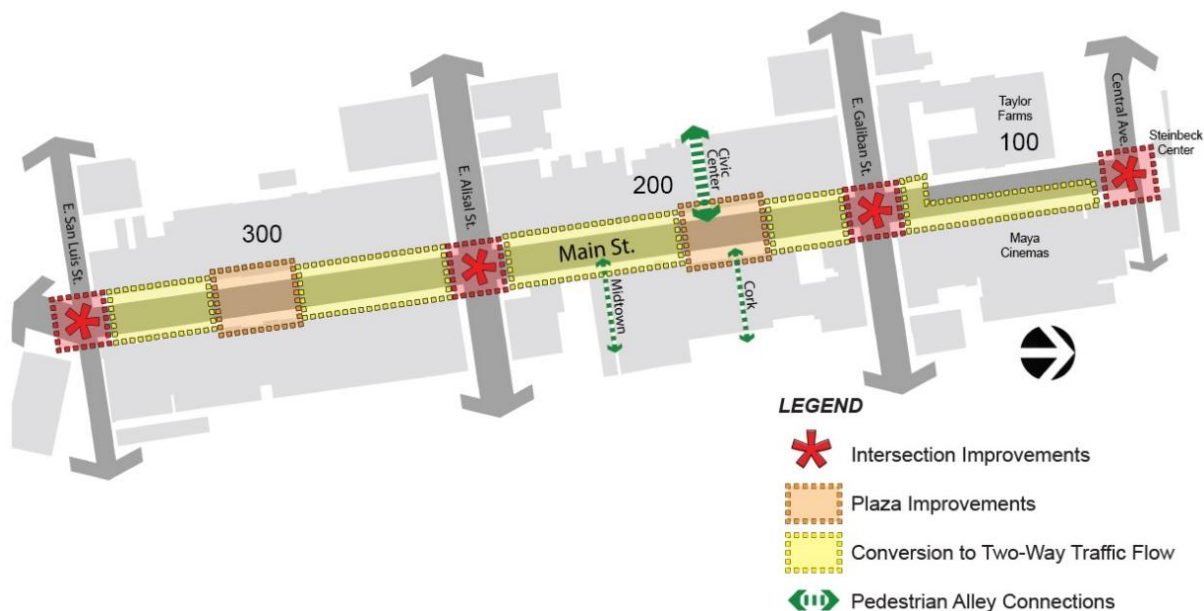
## EXECUTIVE SUMMARY

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

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

**Standards Include:**

- Design Aesthetics
  - Material Types
  - 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.

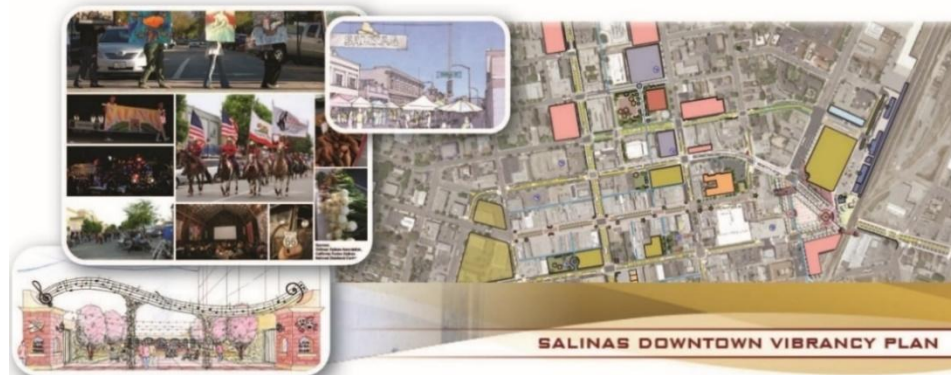


Figure 1 Vibrancy Plan Images

## DOWNTOWN COMPLETE STREETS

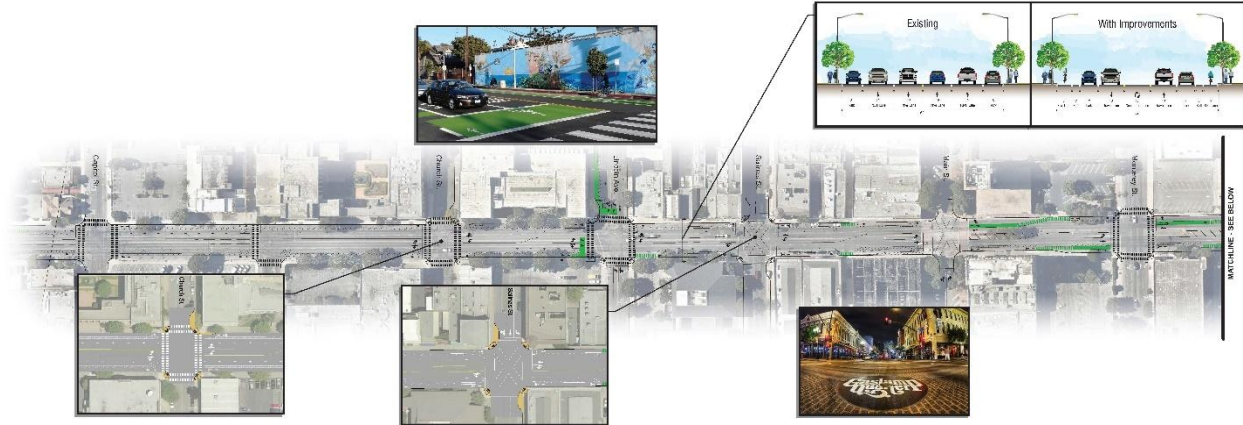


Figure 2 Complete Streets Concept

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.



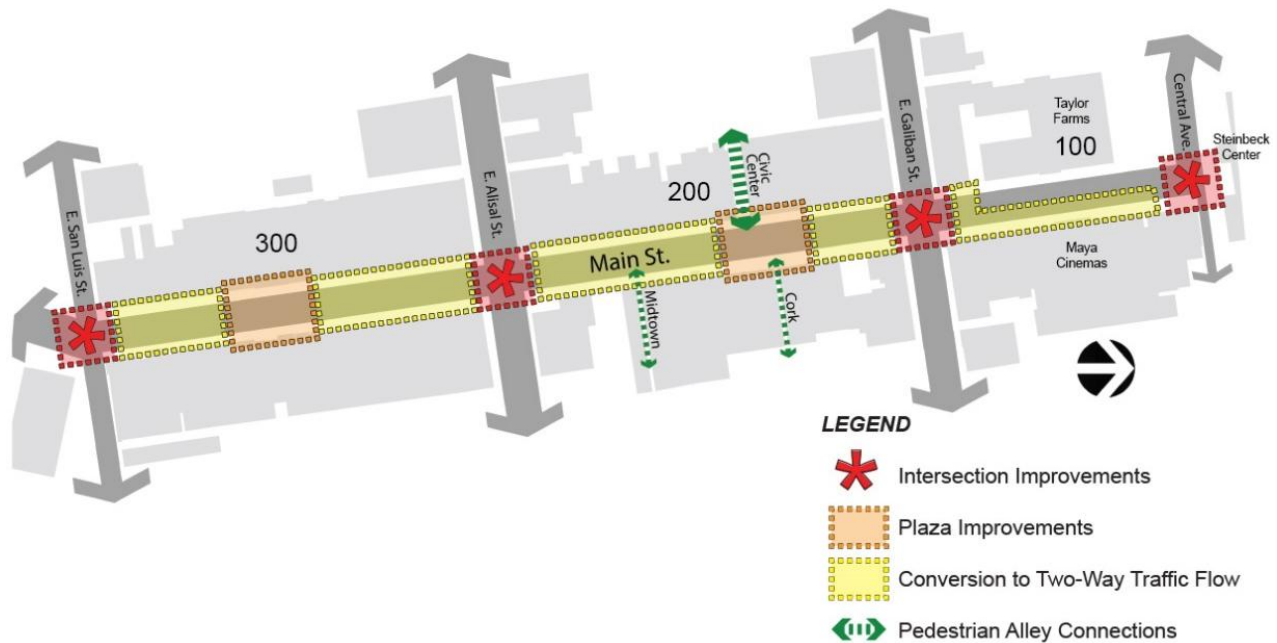


Figure 3 Study Area

## 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

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## 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 85<sup>th</sup> 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

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## 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.



Figure 7 Main Street Existing Pedestrian Walkways and Paths

## 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



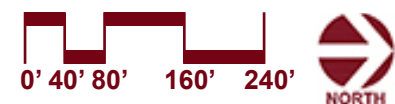
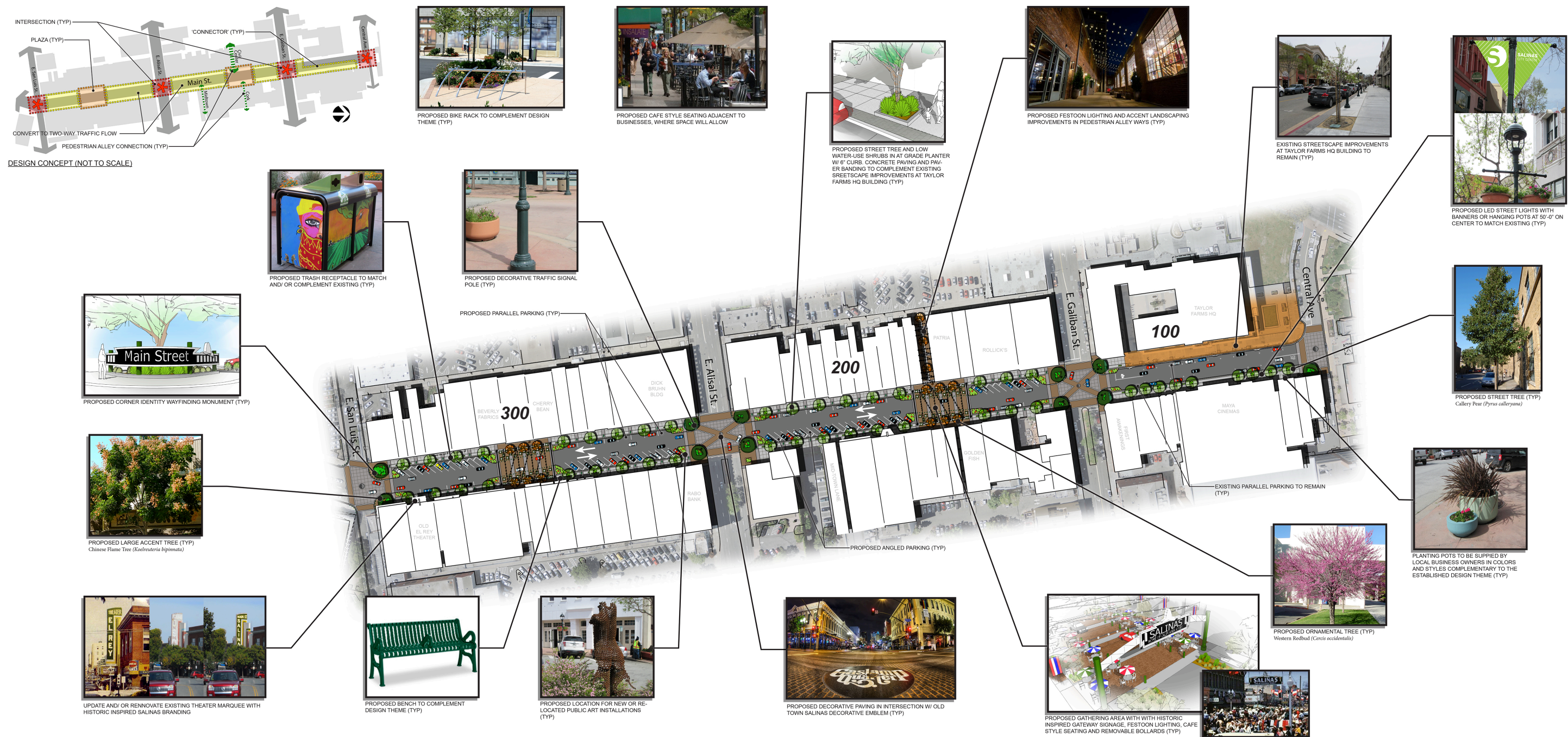


Figure 12 Main Street Streetscape Aesthetic Concept



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## 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

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## 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**

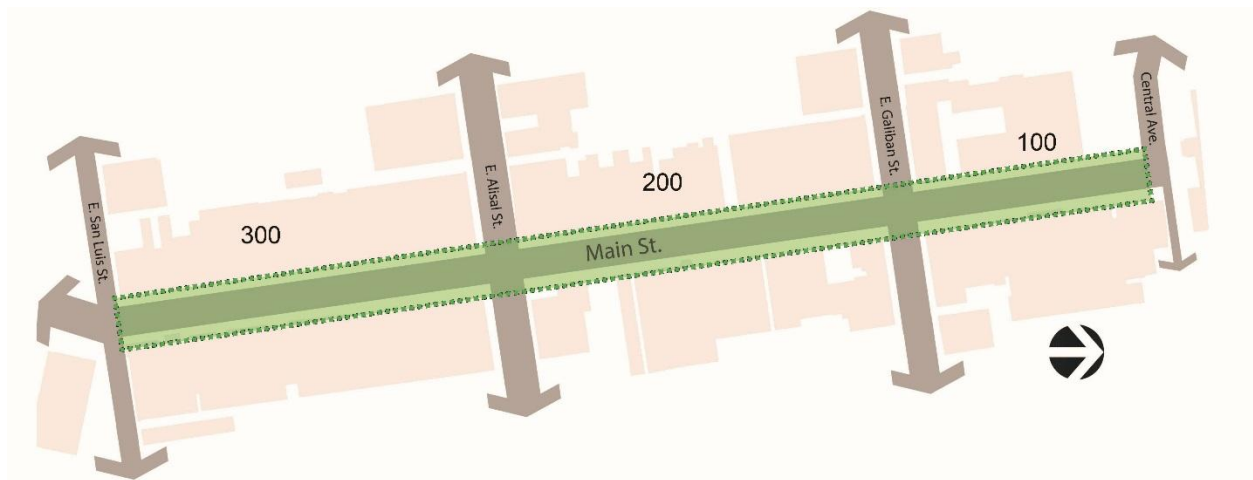
- 1) Manufacturer: Akerstone
- 2) Color: Brown (Through Mix, Mocha Brown) *to match existing*
- 3) Size: 6"x6"
- 4) Pattern: Running Bond

### **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

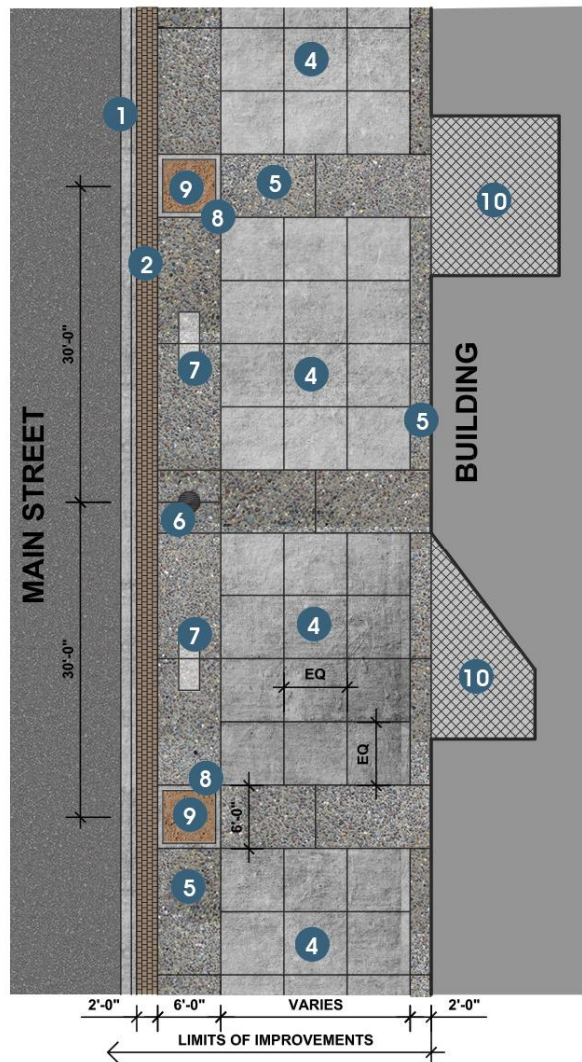


Figure 13 Main Street Hardscape Concept

## 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  
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- 6 Street Light Pole w/Banners
- 7 Typical Amenity Location  
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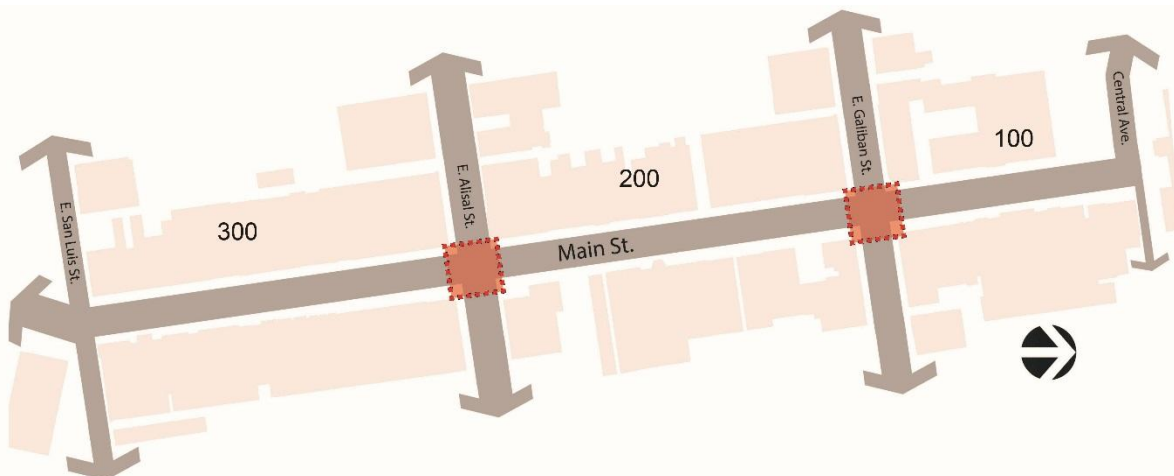
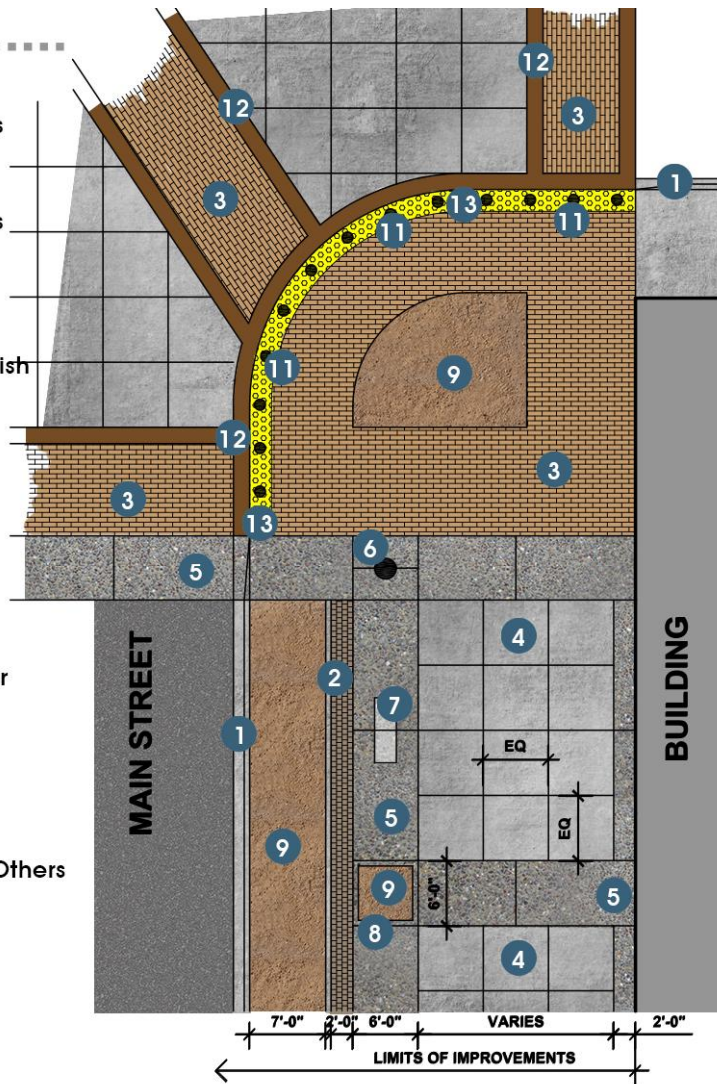
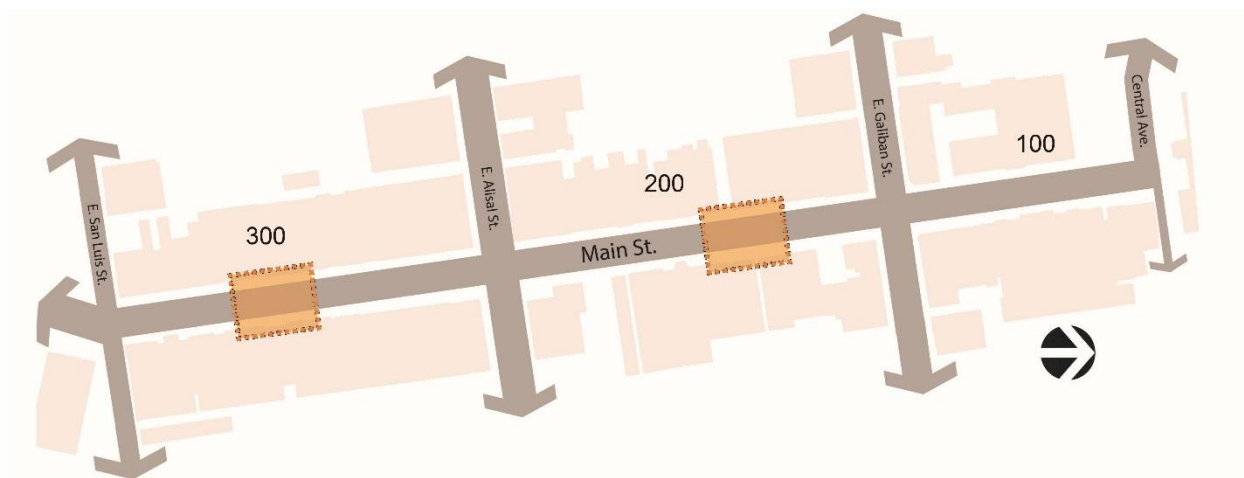


Figure 14 Pedestrian Scramble Hardscape Concept





### 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  
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

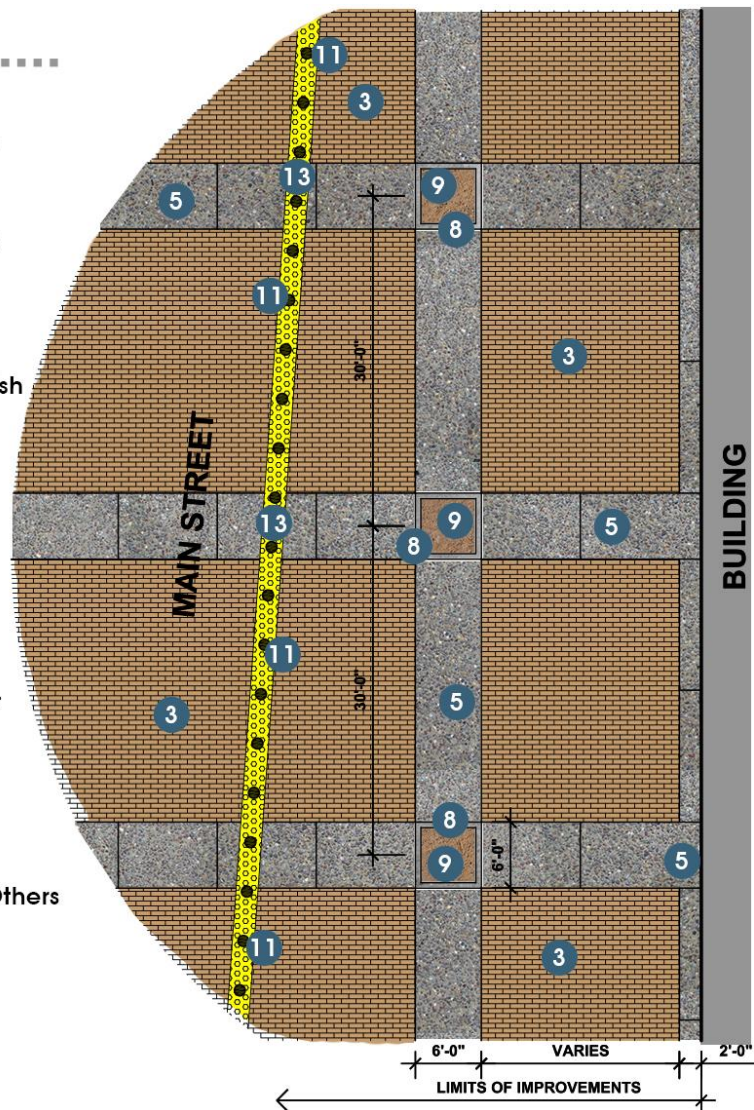


Figure 15 Midblock Crossing Hardscape Concept

## 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

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## 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.

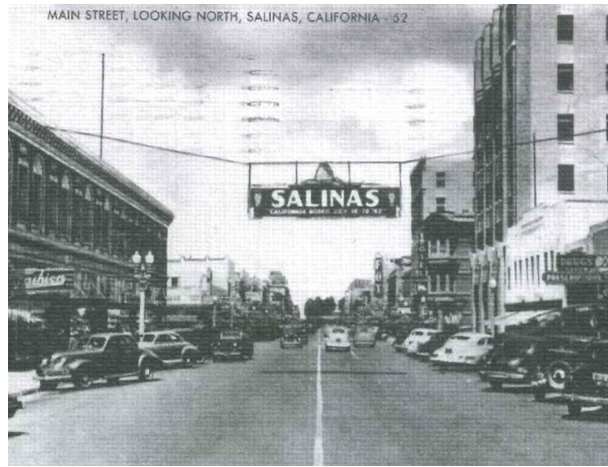


Figure 17 Main Street Gateway Concept

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## BANNERS



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.

Figure 18 Proposed Streetlight Banner Concept



## 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.

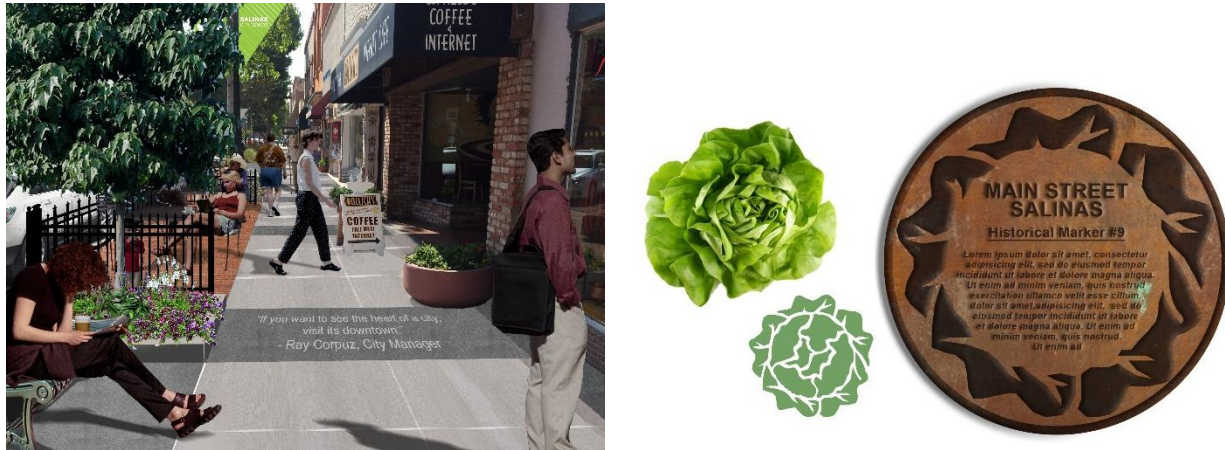


Figure 19 Proposed Storytelling Concepts

## 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.

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### 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.

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### 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.

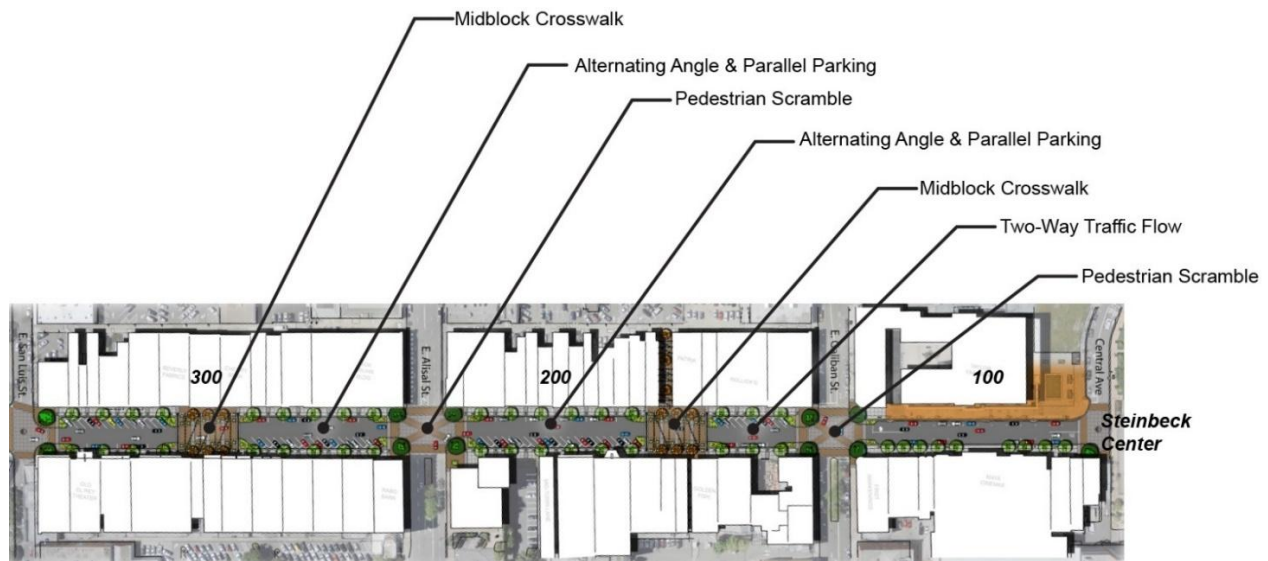


Figure 20 Main Street Circulation Concept

## 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.



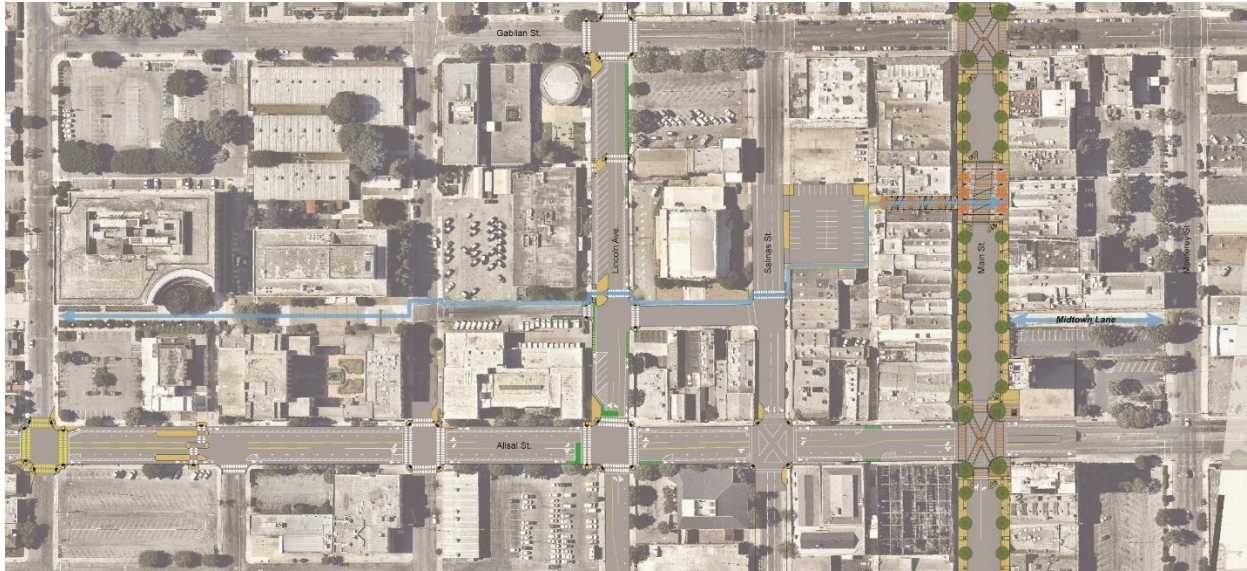


Figure 21 Main Street Pedestrian Connection

## 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.

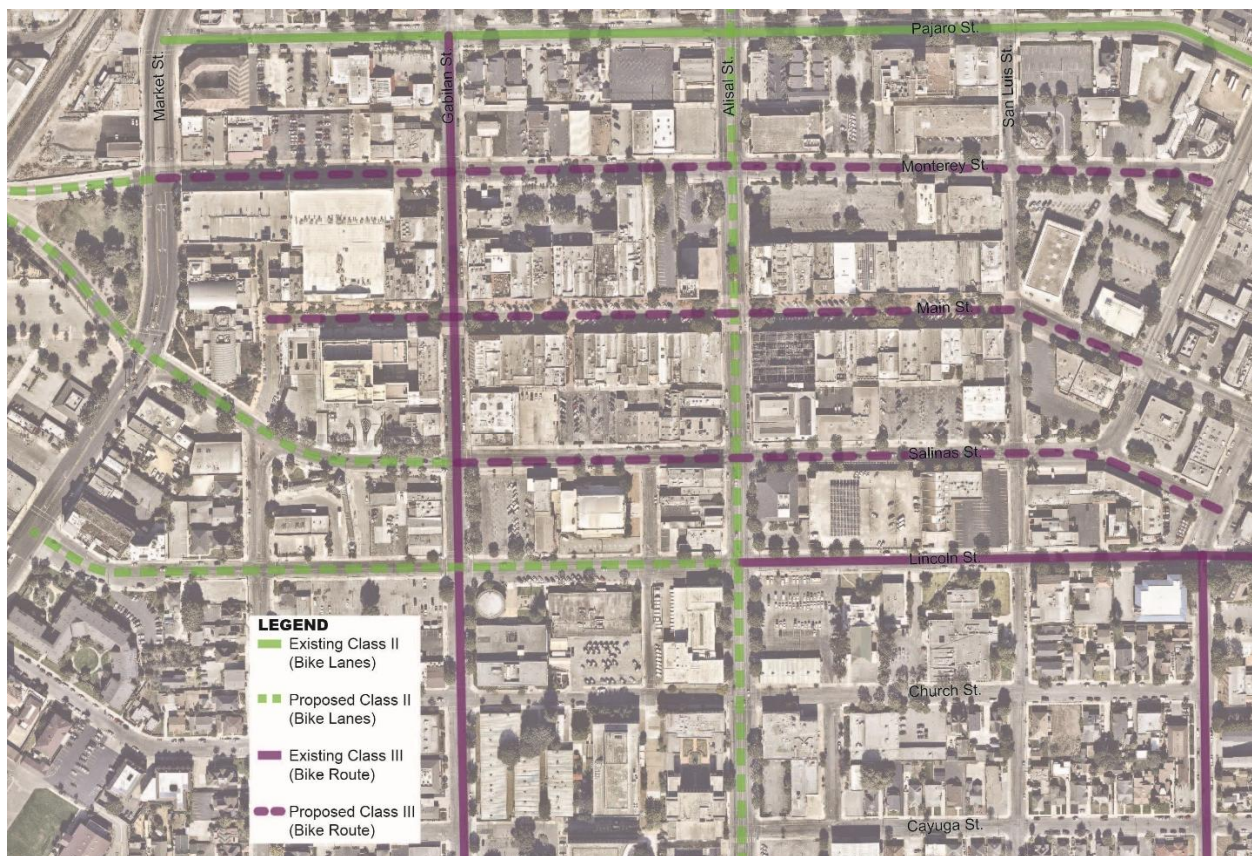


Figure 22 Downtown Salinas Bicycle Network

## 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.



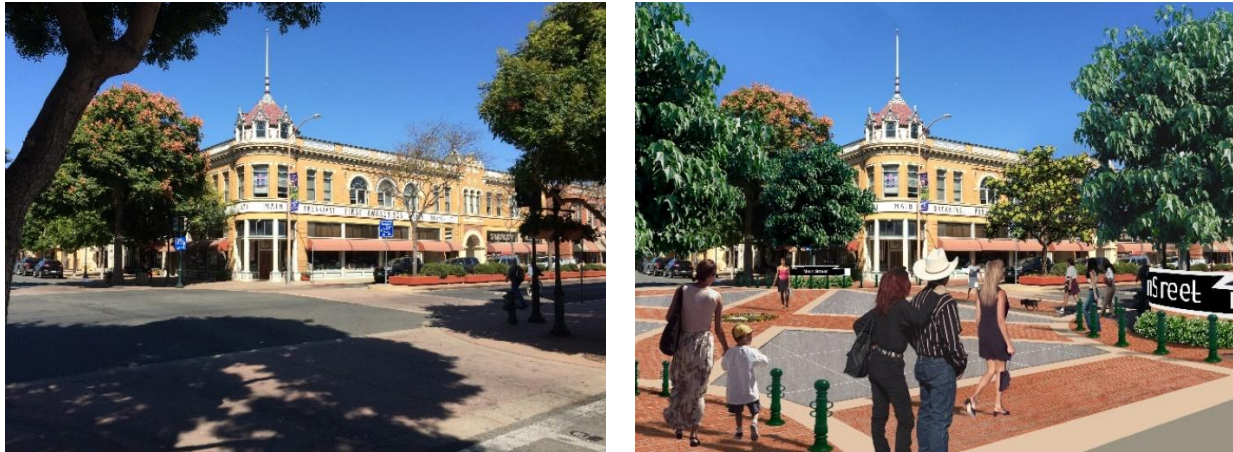


Figure 23 Proposed Scramble Intersection Treatment (Before and After)

## 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.

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## 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.

## APPENDIX A

### *Opinion of Probable Cost*

Main Street Improvements  
City of Salinas, California (E. San Luis St. to Central Ave.)  
Opinion of Probable Construction Cost  
August 2017

No.	Item	Quantity	Unit	Unit Cost	Total Cost
General / Site Preparation					
1	Mobilization / Demobilization (5%)	1	LS	\$307,000	\$307,000
2	Surveying and Construction Staking	1	LS	\$40,000	\$40,000
3	Traffic Control Plans, City Permit, and Traffic Control Implementation (5%)	1	LS	\$315,000	\$315,000
4	Temporay Construction Fence (CL-6)	3,540	LF	\$4	\$14,160
5	Stormwater Pollution Prevention Plan	1	LS	\$5,000	\$5,000
6	Water Pollution Control	1	LS	\$20,000	\$20,000
Section Sub-Total					\$701,160

Demolition					
7	General Clearing and Grubbing	1	LS	\$30,000	\$30,000
8	Roadway Excavation (AC Roadway Pavement)	1,491	CY	\$45	\$67,111
9	Remove Sidewalk (Concrete and Pavers)	43,715	SF	\$5	\$218,575
10	Remove Concrete Curb and Gutter	3,475	LF	\$15	\$52,125
11	Remove Inlet Top	12	EA	\$1,000	\$12,000
12	Remove and Salvage Existing Street Lights (including hanging pots and banners)	62	EA	\$1,500	\$93,000
13	Traffic Signal Poles	15	EA	\$2,000	\$30,000
14	Remove Regulatory Signage	30	EA	\$125	\$3,750
15	Remove Concrete Planters and Walls	65	EA	\$300	\$19,500
16	Salvage Decorative Concrete Pots (Salvage, Clean, Repaint and Replace)	60	EA	\$800	\$48,000
17	Salvage Public Telephones (Salvage, Clean, Repaint and Replace)	5	EA	\$1,500	\$7,500
18	Remove Trees (including Tree Grates)	100	EA	\$1,500	\$150,000
Section Sub-Total					\$731,561

Street Improvements					
19	Construct 6" AC Pavement	2,169	TON	\$110	\$238,536
20	Construct Concrete 6" Roadway - Regular Gray	15,462	SF	\$12	\$185,544
21	Construct Decorative 6" Concrete Roadway - Integral Color	2,175	SF	\$17	\$36,975
22	Furnish and Install 3 1/8" Pavers - Roadway	4,574	SF	\$25	\$114,350
23	Construct Aggregate 12" Base (Class II)	19,806	SF	\$3	\$49,514
24	Concrete Curb and Gutter	3,475	LF	\$35	\$121,625
25	Curb Ramps	12	EA	\$2,500	\$30,000
26	Signing (Panel, Post, Foundation)	50	EA	\$250	\$12,500
27	Pavement Marking	2,554	LF	\$5	\$12,771
28	Wheel Stops	64	EA	\$350	\$22,400
Section Sub-Total					\$824,215

Wet Utilities					
29	Storm Drain Improvements (Inlets, MH, and Pipes)	1	LS	\$140,000	\$140,000
30	Clean Water Features	1	LS	\$200,000	\$200,000
31	Adjust City-Owned Utilities to Grade (Water, Sewer)	1	LS	\$75,000	\$75,000
32	Reconstruct Sewer Lateral	1	LS	\$20,000	\$20,000
Section Sub-Total					\$435,000

Electrical					
33	Electrial Service	3	EA	\$3,500	\$10,500
34	Conduit	4,100	LF	\$30	\$123,000
35	Pull Boxes	80	EA	\$750	\$60,000
36	Alisal Signal Modifications	1	LS	\$225,000	\$225,000
37	Gabilan Signal Modifications	1	LS	\$200,000	\$200,000
38	Electrical Cabling	1	LS	\$85,000	\$85,000
39	Ped Lighting Foundations	57	EA	\$1,000	\$57,000
40	Replace Existing Street Lights (Clean, Repaint and Replace)	57	EA	\$500	\$28,500
41	Fiber Optic Conduit/Cabling/Splicing	2,535	LF	\$75	\$190,125
42	Communication Fiber Optic and Switch Cabinet	4	EA	\$10,000	\$40,000
43	Wi-fi Access Point	6	EA	\$2,500	\$15,000
44	Security Cameras	6	EA	\$3,000	\$18,000
45	Security Video Management System and Licenses	1	LS	\$15,000	\$15,000
46	Electrical Vehicle Charging Stations (TBD)	0	EA	\$0	\$0
47	Smart Parking Meters (TBD)	0	EA	\$0	\$0
Section Sub-Total					\$1,067,125

Hardscape					
48	Construct Concrete 4" Sidewalk - Regular Gray	24,750	SF	\$10	\$247,500
49	Construct Decorative 4" Concrete Sidewalk - Integral Color	18,965	SF	\$15	\$284,475
50	Furnish and Install 2 3/8" Pavers - Sidewalk	23,474	SF	\$22	\$516,428
51	Construct Aggregate 4" Base (Class II)	67,189	SF	\$1	\$50,392
52	Furnish and Install Detectable Warning Surface	2,400	SF	\$65	\$156,000
53	Concrete Landscape Curb	2,500	LF	\$20	\$50,000
54	Corner Monument Sign	4	EA	\$10,000	\$40,000
55	Bicycle Racks	6	EA	\$3,500	\$21,000
56	Trash Receptacle	25	EA	\$1,000	\$25,000
57	Bench	40	EA	\$3,000	\$120,000
58	Bollards	250	EA	\$1,200	\$300,000
Section Sub-Total					\$1,810,795

Wayfinding and Identity Signage					
59	Overhead String Lights	1,380	LF	\$50	\$69,000
60	Wayfinding Banners	50	EA	\$200	\$10,000
61	Informational Kiosk	3	EA	\$5,000	\$15,000
62	Interpretive and Storytelling Wayfinding Signs	13	EA	\$1,500	\$19,500
63	Overhead Gateway Signage/Structure	2	EA	\$500,000	\$1,000,000
Section Sub-Total					\$1,113,500

Landscape					
64	Soil Import - Planters at 3' depth	710	CY	\$30	\$21,300
65	24" Box Trees	71	EA	\$550	\$39,050
66	Rootbarrier	710	LF	\$50	\$35,500
67	5 Gallon Shrubs	865	EA	\$40	\$34,600
68	3" Depth Wood Mulch	45	CY	\$50	\$2,250
69	Landscape Irrigation	4,685	SF	\$3	\$14,055
70	Maintenance Period	4,685	SF	\$2	\$7,028
Section Sub-Total					\$153,783

Pedestrian Path and Parking Lot					
71	Construct 6" AC Pavement	597	TON	\$110	\$65,687
72	Concrete Curb and Gutter	627	LF	\$35	\$21,945
73	Construct Concrete 4" Sidewalk - Regular Gray	4,240	SF	\$10	\$42,400
74	Signing (Panel, Post, Foundation)	20	EA	\$250	\$5,000
75	Pavement Marking	900	LF	\$5	\$4,500
76	Wheel Stops	44	EA	\$350	\$15,400
Section Sub-Total					\$154,932

Sub-Total All Sections	\$6,992,069
Construction Contingency (10%)	\$699,207
Construction Fee	\$839,048
Design Consultant Fees	\$839,048
Grand Total	\$9,369,373

Notes and Assumptions

1. The Consultant has no control over the cost of labor, materials, or equipment, or over the Contractor's methods of determining prices or over competitive bidding or Market Conditions. Opinions of probable cost, as provided here, are made on the basis of the Consultant's experience and qualifications and represent the Consultant's judgment as a design professional familiar with the construction industry. The Consultant cannot and does not guarantee that proposals, bids, or actual construction costs will not vary from the opinion of probable cost prepared for the owner.
2. This Opinion of Probable Construction Cost has been derived from the Illustrative Main Street Streetscape Master Plan. Due to the preliminary nature of the design, assumptions on materials and methods have been made. Additional line items and adjustments to the unit quantities and unit costs are likely as the design progresses.

## APPENDIX B

### *Additional Public Workshop Graphics and Boards*

- 1) *March 21, 2016*
- 2) *September 28, 2016*
- 3) *December 12, 2016*



## Streetscape Master Plan for Main Street

### Summary of Input Received at March 21 Meetings

The meeting was for the public to learn about the Master Plan and to provide input via visual preference voting and discussion. The meeting was attended by 19 members of the public and 5 City staff members. The following summarizes the outcomes of this meeting, with attendee lists and survey polling results attached.

- Lighting is important to the group as a means to improve the perception of downtown as a safe place at night.
  - The group is satisfied with the color of the newly installed pedestrian scale lights
  - Festoon lighting is supported, there was frustration expressed that more festoon lighting hasn't been installed yet
  - Accent lighting for trees and buildings is desired
  - Seasonal lighting is also desired
- Poles
  - The existing dark green color of street poles is supported by the group. The existing style of street lighting poles is also acceptable, and this theme or "family of poles" should be used for bollard and traffic signal poles.
  - Painting poles dark green and installing a base to the pole would be an acceptable cost saving measure for traffic signals.
  - There is a desire to equip traffic signals to include count-down pedestrian times, pedestrian scramble phases, early pedestrian walk phases, and audible traffic signals.
  - Hanging planters and banners on street light poles should be maintained. The planter container was not universally liked and suggestions for upgrading or painting these were made.
- Trees
  - The group acknowledged the need to invest in good planting soil with plentiful planting area to allow for healthy trees. The group felt quality of trees should have a priority over the quantity of trees. Open, at-grade planting areas were the preferred choice for tree planting.
  - There was no clear preference on the type of tree (tall or short), but transparency (line of sight) to storefront signage and windows was important. Providing shade along the entire street is not important.
- Raised planters are preferred for landscape beds. Individual planter pots are supported, although there were split opinions on having a unified theme or color, versus letting individual businesses choose their planter pots and colors.
- Pavement
  - Grey concrete with pavers is the preferred sidewalk treatment. This theme was used along the Taylor building frontage.
  - Pavers or stamped concrete are preferred for intersection crosswalks

- Seating
  - The preferred method of providing seating is with portable benches, seats, and tables that could be taken down each evening. These tables could be owned and maintained by the PBID.
  - Café seating and tables were also supported and could be provided by individual businesses or by the PBID as “food court” seating.
- Art
  - Painting trash, utility and traffic controller boxes by local artists is preferred. Bigger holes for trash containers was also desired.
  - Providing other space for public art was also desired, including space for rotating art (murals).
- An iconic gathering place along Main Street is desired. There was mixed reaction to the Rotary Club feature, more outreach and refinement of this concept is suggested to broaden support.
- Pedestrian connections are very important and walkways should become a destination onto themselves, rather than a just a passageway.
- Street banners are supported, but only to announce upcoming special events
- Architectural gateway columns in the sidewalk area are preferred over a permanent archway sign over Main Street.
- A downtown Wayfinding sign program should be implemented, with kiosks on Main Street.
- WiFi internet connections should be provided.
- No clear direction was given regarding installation of a sound/PA system along the street.
- A centralized parking fare collection is preferred over individual parking meters, although there was concern about having to walk back to your parking space to display a paid ticket.
- Other concerns expressed
  - Public restroom space was desired
  - Concern of gridlock was expressed regarding the conversion from one-way to two-way streets
  - There is a desire for the City to initiate discussions with Caltrans for allowing the City to control the timing of all downtown traffic signals, including those on Caltrans routes.
  - Concern was expressed about the use of voting results. Wording of the questions and “rapid” reaction to images could produce misleading results. It was suggested that design input be revisited when a draft concept plan is developed.



3/21/16

11:30 AM

# Main Street - Streetscape Master Plan

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Jacky Luna		jlonapal@gmail.com
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3-21-16  
5PM

# Main Street Streetscape Master Plan

Name	Affiliation	e-mail
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Don Reynolds	City of Salina	donr@ci.salinas.ca.us
Gregory A. Veiga	Cordor Security	gregory@cordorsecurity.com

Session Name  
Both Sessions 3-21-2016

Date Created  
3/21/2016 5:14:07 PM

Active Participants  
23

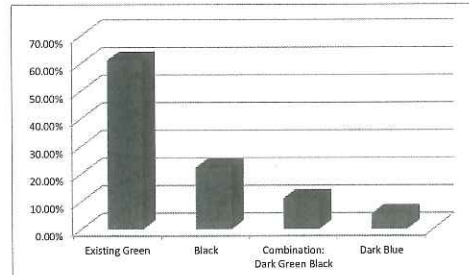
Total Participants  
23

Questions  
30

## Results by Question

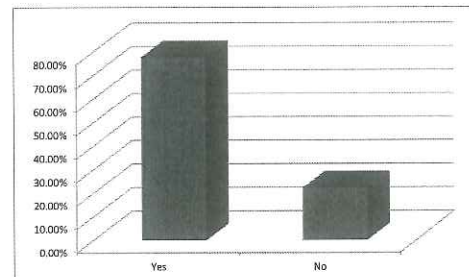
### 1. Colors of Poles? (Multiple Choice)

	Responses	
	Percent	Count
Existing Green	61.11%	11
Black	22.22%	4
Combination: Dark Green Black	11.11%	2
Dark Blue	5.56%	1
Totals	100%	18



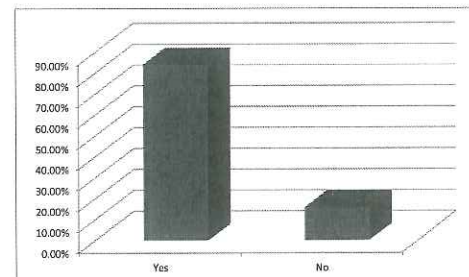
### 2. Maintain existing Hanging Planters? (Multiple Choice)

	Responses	
	Percent	Count
Yes	77.78%	14
No	22.22%	4
Totals	100%	18



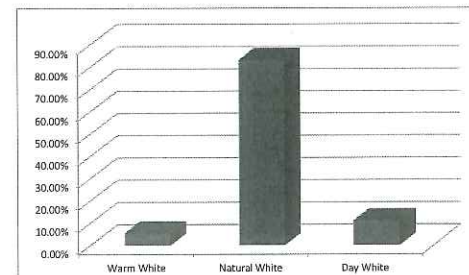
### 3. Banners on Light Poles? (Multiple Choice)

	Responses	
	Percent	Count
Yes	84.21%	16
No	15.79%	3
Totals	100%	19



### 4. Which LED Light Color do you prefer? (Multiple Choice)

	Responses	
	Percent	Count
Warm White	5.56%	1
Natural White	83.33%	15
Day White	11.11%	2
Totals	100%	18



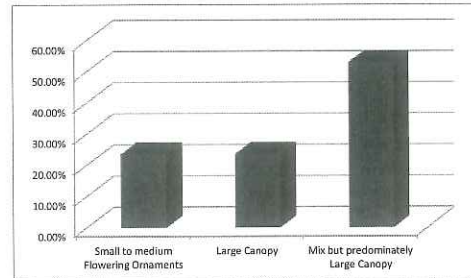
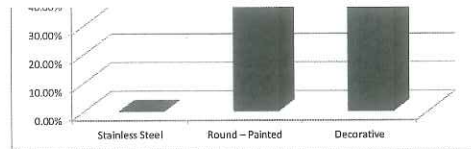
### 5. Which Traffic Signal Pole do you prefer? (Multiple Choice)

	Responses	
	Percent	Count
Stainless Steel	0.00%	0
Round - Painted	38.89%	7
Decorative	61.11%	11
Totals	100%	18



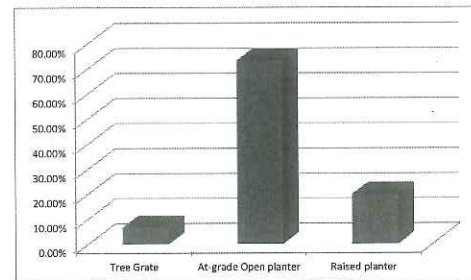
6. Tree Type? (Multiple Choice)

	Responses	
	Percent	Count
to medium Flowering Ornaments	23.53%	4
Large Canopy	23.53%	4
but predominately Large Canopy	52.94%	9
Totals	100%	17



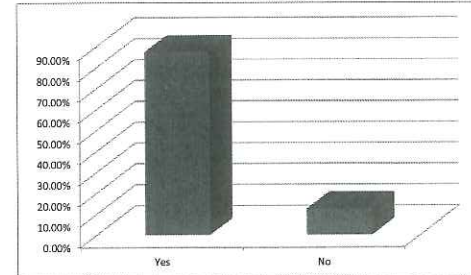
7. Tree Grate vs. Open Planter? (Multiple Choice)

	Responses	
	Percent	Count
Tree Grate	6.67%	1
At-grade Open planter	73.33%	11
Raised planter	20.00%	3
Totals	100%	15



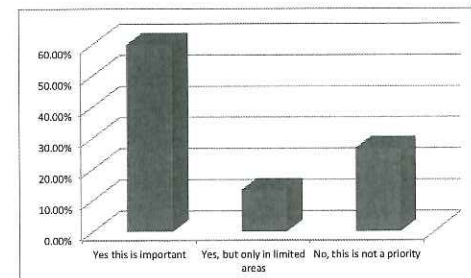
8. Quality tree soil improvements? (Multiple Choice)

	Responses	
	Percent	Count
Yes	87.50%	14
No	12.50%	2
Totals	100%	16



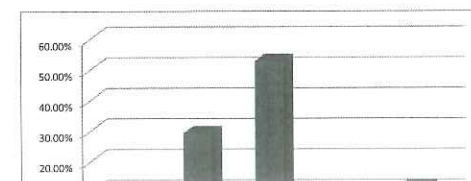
9. The Ceiling: Festoon Lighting? (Multiple Choice)

	Responses	
	Percent	Count
Yes this is important	60.00%	9
Yes, but only in limited areas	13.33%	2
No, this is not a priority	26.67%	4
Totals	100%	15



10. The Floor: Sidewalk Paving Types? (Multiple Choice)

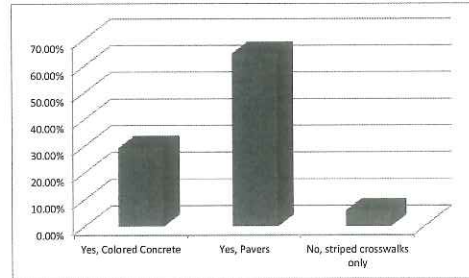
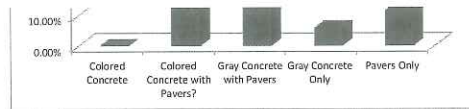
	Responses	
	Percent	Count
Colored Concrete	0.00%	0
Colored Concrete with Pavers?	29.41%	5
Gray Concrete with Pavers	52.94%	9
Gray Concrete Only	5.88%	1
Pavers Only	11.76%	2
Totals	100%	17





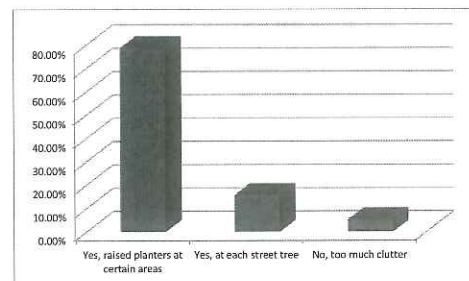
11. Are special pavement treatments in the roadway at intersections important? (Multiple Choice)

Responses		
	Percent	Count
Yes, Colored Concrete	29.41%	5
Yes, Pavers	64.71%	11
No, striped crosswalks only	5.88%	1
<b>Totals</b>	<b>100%</b>	<b>17</b>



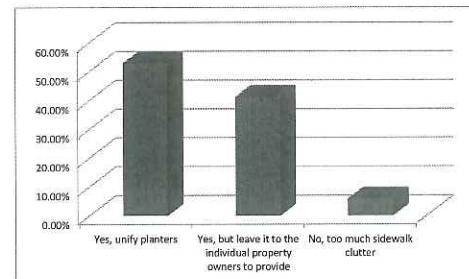
12. Landscape Beds? (Multiple Choice)

Responses		
	Percent	Count
Yes, raised planters at certain areas	78.95%	15
Yes, at each street tree	15.79%	3
No, too much clutter	5.26%	1
<b>Totals</b>	<b>100%</b>	<b>19</b>



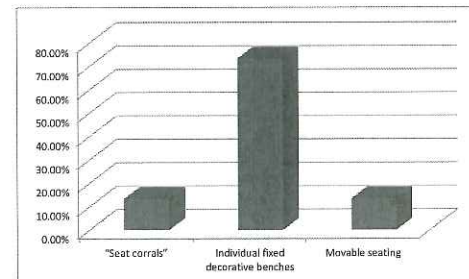
13. Accent Color Planter Pots (Multiple Choice)

Responses		
	Percent	Count
Yes, unify planters	52.94%	9
Yes, but leave it to the individual property owners to provide	41.18%	7
No, too much sidewalk clutter	5.88%	1
<b>Totals</b>	<b>100%</b>	<b>17</b>



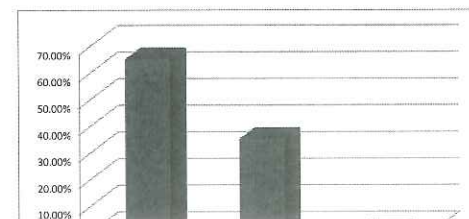
14. Seating (Multiple Choice)

Responses		
	Percent	Count
"Seat corrals"	13.33%	2
Individual fixed decorative benches	73.33%	11
Movable seating	13.33%	2
<b>Totals</b>	<b>100%</b>	<b>15</b>



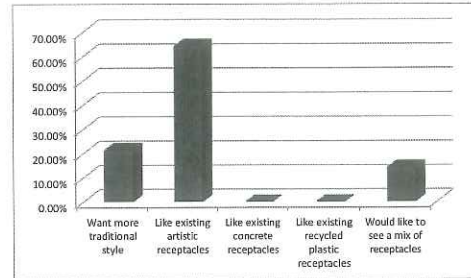
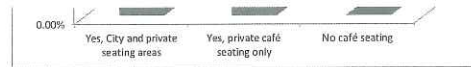
15. Café Seating (Multiple Choice)

Responses		
	Percent	Count
Yes, City and private seating areas	65.00%	13
Yes, private café seating only	35.00%	7
No café seating	0.00%	0
<b>Totals</b>	<b>100%</b>	<b>20</b>



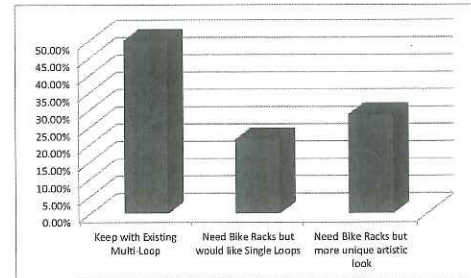
16. Trash / Recycling (Multiple Choice)

Responses		
	Percent	Count
Want more traditional style	21.43%	3
Like existing artistic receptacles	64.29%	9
Like existing concrete receptacles	0.00%	0
Like existing recycled plastic receptacles	0.00%	0
Would like to see a mix of receptacles	14.29%	2
<b>Totals</b>	<b>100%</b>	<b>14</b>



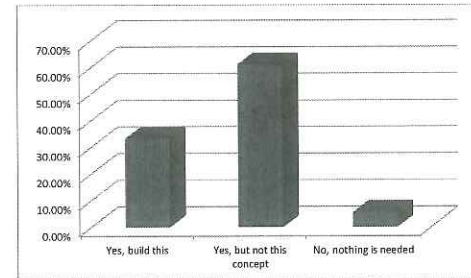
17. What kind of Bike Racks should we install? (Multiple Choice)

Responses		
	Percent	Count
Keep with Existing Multi-Loop racks	50.00%	7
Need Bike Racks but would like Single Loops	21.43%	3
Need Bike Racks but more unique artistic look	28.57%	4
<b>Totals</b>	<b>100%</b>	<b>14</b>



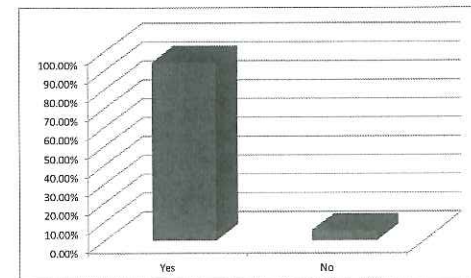
18. Do you like having an iconic gathering place? (Multiple Choice)

Responses		
	Percent	Count
Yes, build this	33.33%	6
Yes, but not this concept	61.11%	11
No, nothing is needed	5.56%	1
<b>Totals</b>	<b>100%</b>	<b>18</b>



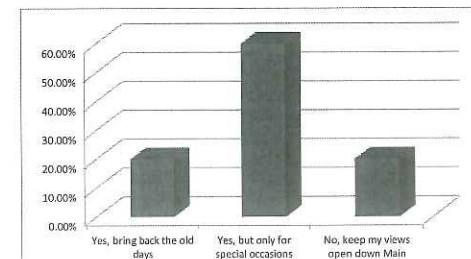
19. Should we create spaces for Public Art? (Multiple Choice)

Responses		
	Percent	Count
Yes	94.44%	17
No	5.56%	1
<b>Totals</b>	<b>100%</b>	<b>18</b>



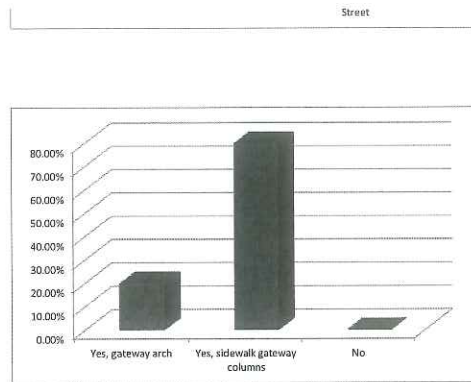
20. Should we install Street Banners as gateway elements? (Multiple Choice)

Responses		
	Percent	Count
Yes, bring back the old days	20.00%	1
Yes, but only for special occasions	60.00%	3
No, keep my views open down Main Street	20.00%	1
<b>Totals</b>	<b>100%</b>	<b>5</b>



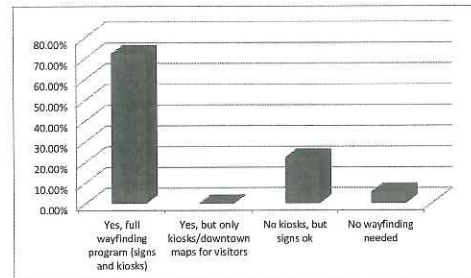
21. Should we install architectural features as gateway elements? (Multiple Choice)

	Responses	
	Percent	Count
Yes, gateway arch	20.00%	1
Yes, sidewalk gateway columns	80.00%	4
No	0.00%	0
<b>Totals</b>	<b>100%</b>	<b>5</b>



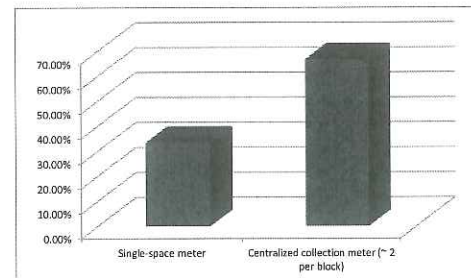
22. Do you think we need a Downtown Wayfinding program? (Multiple Choice)

	Responses	
	Percent	Count
Wayfinding program (signs and kiosks)	72.22%	13
Kiosks/downtown maps for visitors	0.00%	0
No kiosks, but signs ok	22.22%	4
No wayfinding needed	5.56%	1
<b>Totals</b>	<b>100%</b>	<b>18</b>



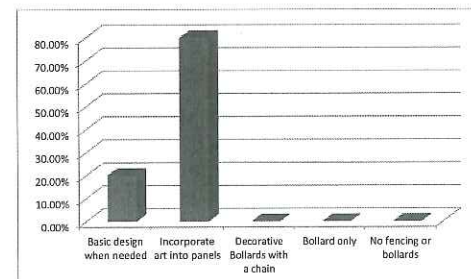
23. Which parking meter do you prefer? (Multiple Choice)

	Responses	
	Percent	Count
Single-space meter	33.33%	4
Centralized collection meter (~ 2 per block)	66.67%	8
<b>Totals</b>	<b>100%</b>	<b>12</b>



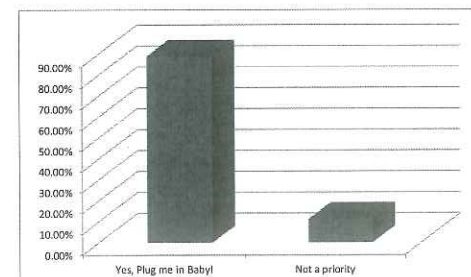
24. What type of Urban Fencing do you prefer? (Multiple Choice)

	Responses	
	Percent	Count
Basic design when needed	20.00%	1
Incorporate art into panels	80.00%	4
Decorative Bollards with a chain	0.00%	0
Bollard only	0.00%	0
No fencing or bollards	0.00%	0
<b>Totals</b>	<b>100%</b>	<b>5</b>



25. Should Main Street be a WiFi Hotspot? (Multiple Choice)

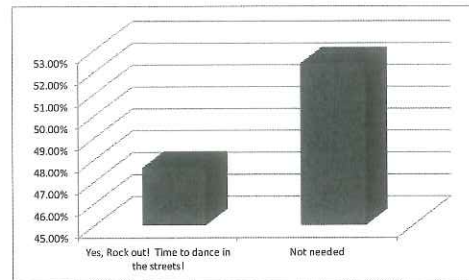
	Responses	
	Percent	Count
Yes, Plug me in Baby!	88.89%	16
Not a priority	11.11%	2
<b>Totals</b>	<b>100%</b>	<b>18</b>





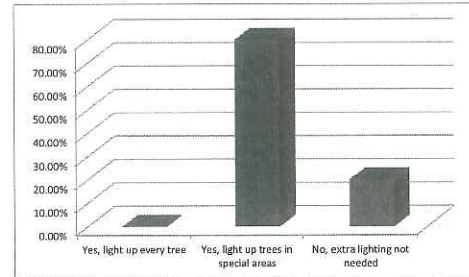
26. Should Main Street be wired for a PA/Audio Speaker system? (Multiple Choice)

	Responses	
	Percent	Count
out! Time to dance in the streets!	47.62%	10
Not needed	52.38%	11
<b>Totals</b>	<b>100%</b>	<b>21</b>



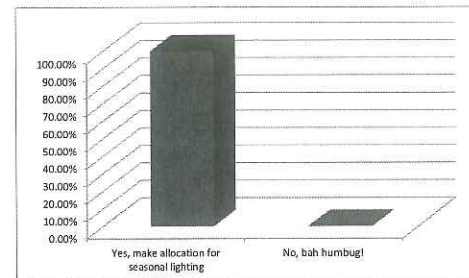
27. Landscape accent lighting (Multiple Choice)

	Responses	
	Percent	Count
Yes, light up every tree	0.00%	0
Yes, light up trees in special areas	80.00%	4
No, extra lighting not needed	20.00%	1
<b>Totals</b>	<b>100%</b>	<b>5</b>



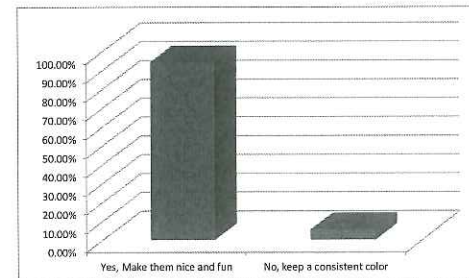
28. Seasonal Lighting (Multiple Choice)

	Responses	
	Percent	Count
Make allocation for seasonal lighting	100.00%	20
No, bah humbug!	0.00%	0
<b>Totals</b>	<b>100%</b>	<b>20</b>



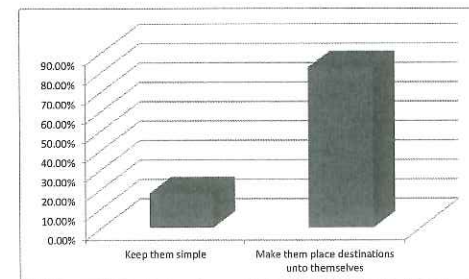
29. Should Utility and Traffic Controller Boxes be Painted by local artists? (Multiple Choice)

	Responses	
	Percent	Count
Yes, Make them nice and fun	94.44%	17
No, keep a consistent color	5.56%	1
<b>Totals</b>	<b>100%</b>	<b>18</b>



30. Pedestrian Connectors (Multiple Choice)

	Responses	
	Percent	Count
Keep them simple	17.65%	3
Make them place destinations unto themselves	82.35%	14
<b>Totals</b>	<b>100%</b>	<b>17</b>



Sept 28  
2016

Question 1 – What do you most like?

Bike facilities

Like it All. Get it done!

2-way traffic on Main Street

Pedestrian scramble signal at intersections

Outdoor seating

Plaza areas and lighting

Gateway sign

Benches – do more of these

Signage for businesses, parking

Welcome signs – do more and at multiple places

Historic information kiosks and signage – vintage photos

Outdoor seating

Alisal lighting

Traffic calming

Pedestrian priority – short crossings

Outdoor dining

Cohesive lighting

Intersection paving

Outdoor space – walkway next to Patria

Landscaping, trees, foliage

Public seating

Wrought iron

“Safe, Global, Vibrant”

Main Street corner sign

Outdoor dining

Lighting

Main Salinas Sign (El Rey Theater)

New street trees (Japanese Maples)

Two-way streets – as long as it doesn't impact traffic

Pedestrian friendly

Outdoor dining

Intersection crossings better for pedestrians

Outdoor dining

Lincoln Avenue plan

That this is getting attention

Pedestrian Connections



## Question 2. What to change? What is missing?

More parking

Improve sidewalks on Alisal

Concern about construction impact on businesses

Need more illumination – balance between decorative and safety (bright)

Connectivity of bicycle lanes (no designated lanes on Main Street)

Add heating with outdoor dining

Improve crossing signals

Public Art installation (local art)

No new paving (\$\$\$)

Better lighting

Biking lanes not next to the curb

Do we need bike lanes? (Was there a study?)

Will pedestrian crossings add to traffic congestion?

Do these projects provide efficient flow while providing pedestrian safety?

Fewer Left turn lanes

Why spend the \$\$\$

Enforce speed limit now

Do two way traffic w/restriping

Close Main Street to traffic occasionally

Allow retro neon blade signs

Put in back-in angle parking, in both directions

More signage for parking

No ripping up streets and sidewalks

Signage/Gateway/Welcome/Flags from sister cities

Lighting (stores)

Location maps/kiosks

Seating (benches) for strollers

Art (at Petria, for example)

Need a meeting place and place for plays

Mobile/flexible facilities or structures

Tell stories

Public restrooms

Public film viewing (public space for)

Trolley/Streetcar

Virtual walking tours

Side streets are missing and need to be worked on too

Housing component

Signage

Traffic flow concerns

Alisal Street traffic volume

Salinas branding – need a strong identity

Lighting

Don't like name "Salinas City Center"

Too car friendly – not enough bike lanes

Unique signage for businesses (have some standards though) – extending from face of bldg

Wayfinding (like Manhattan has)

Better bike rack designs

Take away ugly parking behind Patria (Greyhound?)

Allow parklets in parking spaces for outdoor dining

More info about traffic study

Need dog waste (mitts) dispensers

### Question #3: Must Have!

Easy access to downtown and parking

No obstacles to traffic flow

More directional signage, parking signage, wayfinding kiosks

Multimodal options and a map (on a kiosk)

Enhanced landscapes, hardscapes, native plants and public art (1% of budget for art)

Tree lighting

People

Outdoor dining

Efficient parking

Bike lanes and pedestrian paths

Lighting

Benches and open space

Funding investment

Housing in downtown

Beautiful landscaping

Lighting

More promotions for Downtown events and activities

Development partners who will invest in downtown

A downtown experience

Parking

Better wayfinding

Seating

Dog stations with bags

Security

Wi-Fi

Parking plan

Aesthetic landscaping

Outdoor dining



Signage

Lighting

Pedestrian friendly walkways

Two-way streets

Adequate lighting (string lighting)

Landscape/green spaces/well trimmed

Public space

Lincoln Avenue improvements

Safety

Bike lanes

Add a community bike station

Limited disruption to downtown businesses

Public restrooms and improved lighting

Safe sidewalks (without cracks, tree root damage, walking hazards)

#### Question #4 - What are the Common Themes

Parking

Lighting

Signage/Wayfinding

Safety

Traffic

Restrooms for public

Lighting/landscaping/beautification

Signage/Wayfinding

Outdoor dining

Pedestrian traffic friendly

Bicycling

Walking

Safety

Outdoor dining

Two-way traffic

Lighting

Landscaping

Parking

Bike infrastructure

Lighting

Pedestrian resources (restrooms, benches, info kiosks)

Aesthetics (trees, landscaping)

Easy access to transportation

More lighting

Outdoor dining

Concern about parking and congestion

Multimodal options

Smart landscaping

Outdoor dining

Lighting – entire district

Traffic circulation parking (ease of access)

Pedestrian and bicycle friendly

People

Parking

Two-way traffic

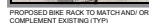
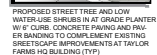
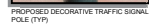
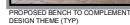
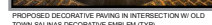
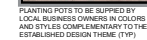
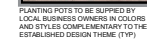
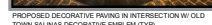
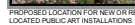
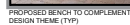
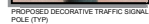
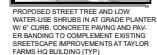
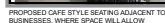
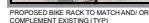
Lighting

Minimal disruption to businesses during construction

Signage (with maps)

Public restrooms

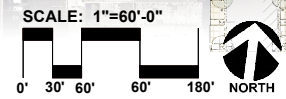
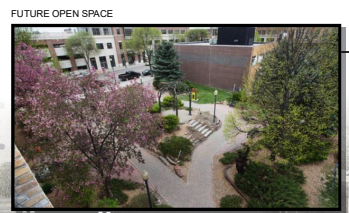
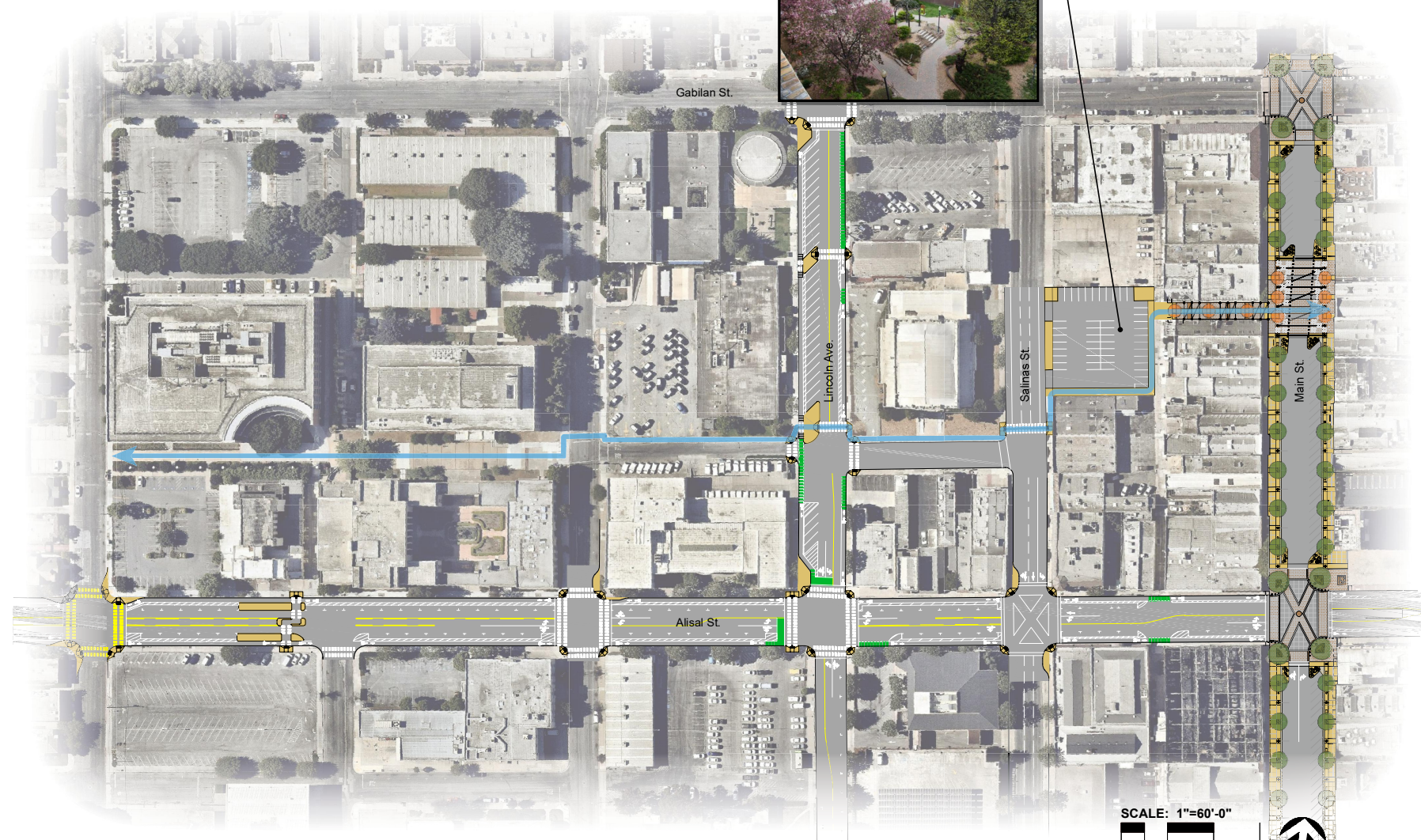






# PEDESTRIAN CONNECTION

GOVERNMENT CENTER TO MAIN STREET

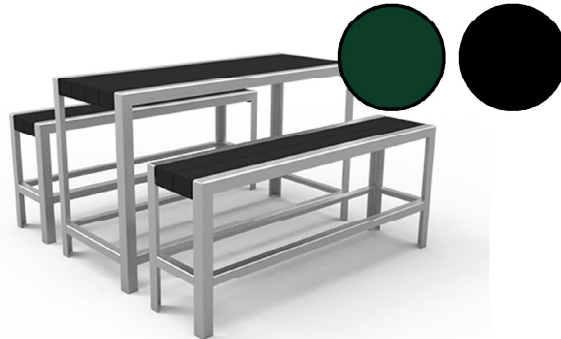


D





Manuf: Ameristar  
Model: Montage Plus-Majestic Style 3.5' Height  
Color: Black



Manuf: Maglin  
Model: 1050 Series  
Colors: Evergreen or Black



Manuf: Keystone Ridge  
Model: Sienna Table Set-Square  
Colors: Hunter Green or Gloss Black



Manuf: Wabash Valley  
Model: Classic Series Table and Chairs-Round-Rib Pattern  
Colors: Green or Black

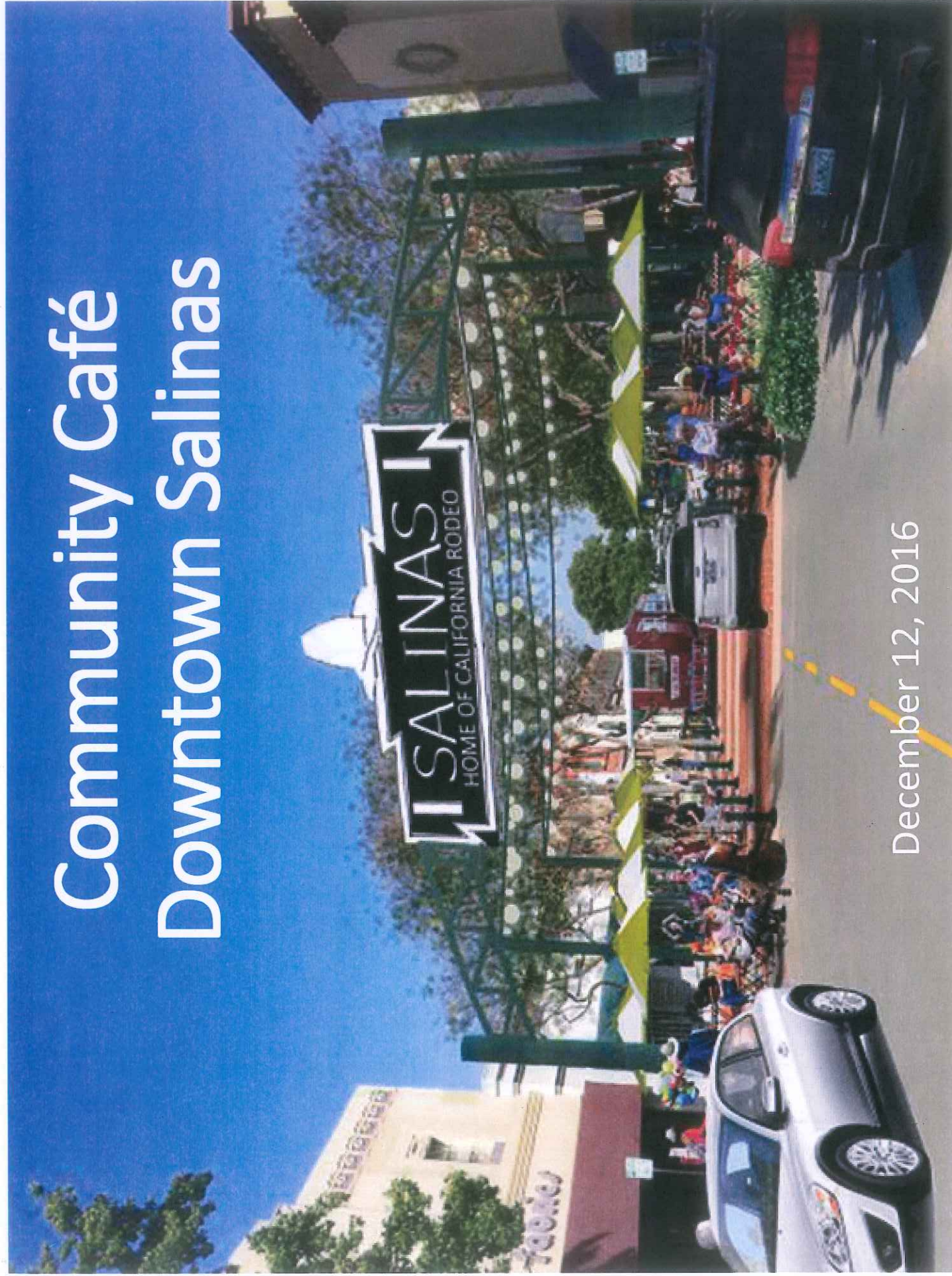


Manuf: Victor Stanley  
Model: Bistro Tables-42"Height  
Colors: Green or Black





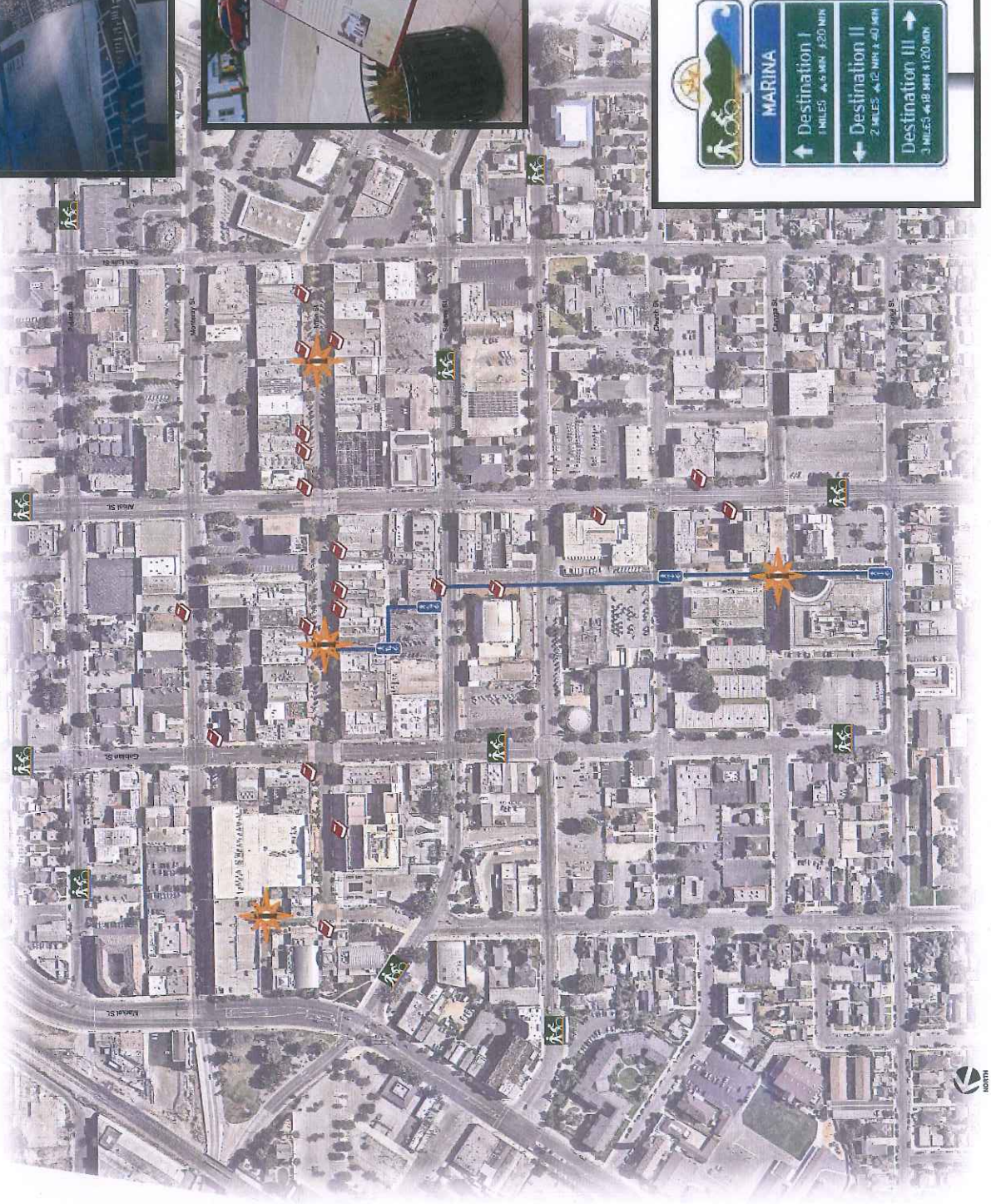
# Community Café Downtown Salinas



December 12, 2016

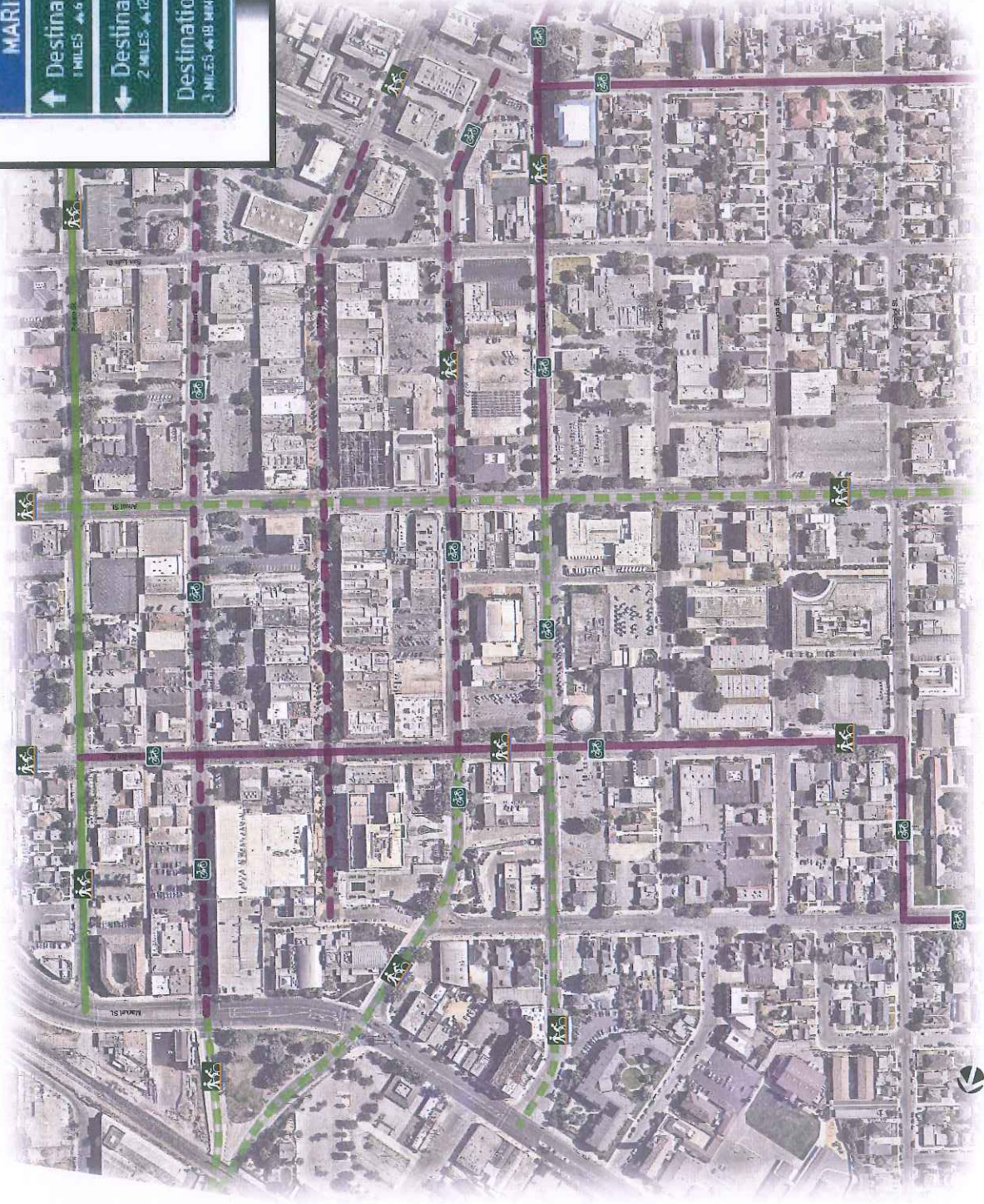


# Walk





# Bike

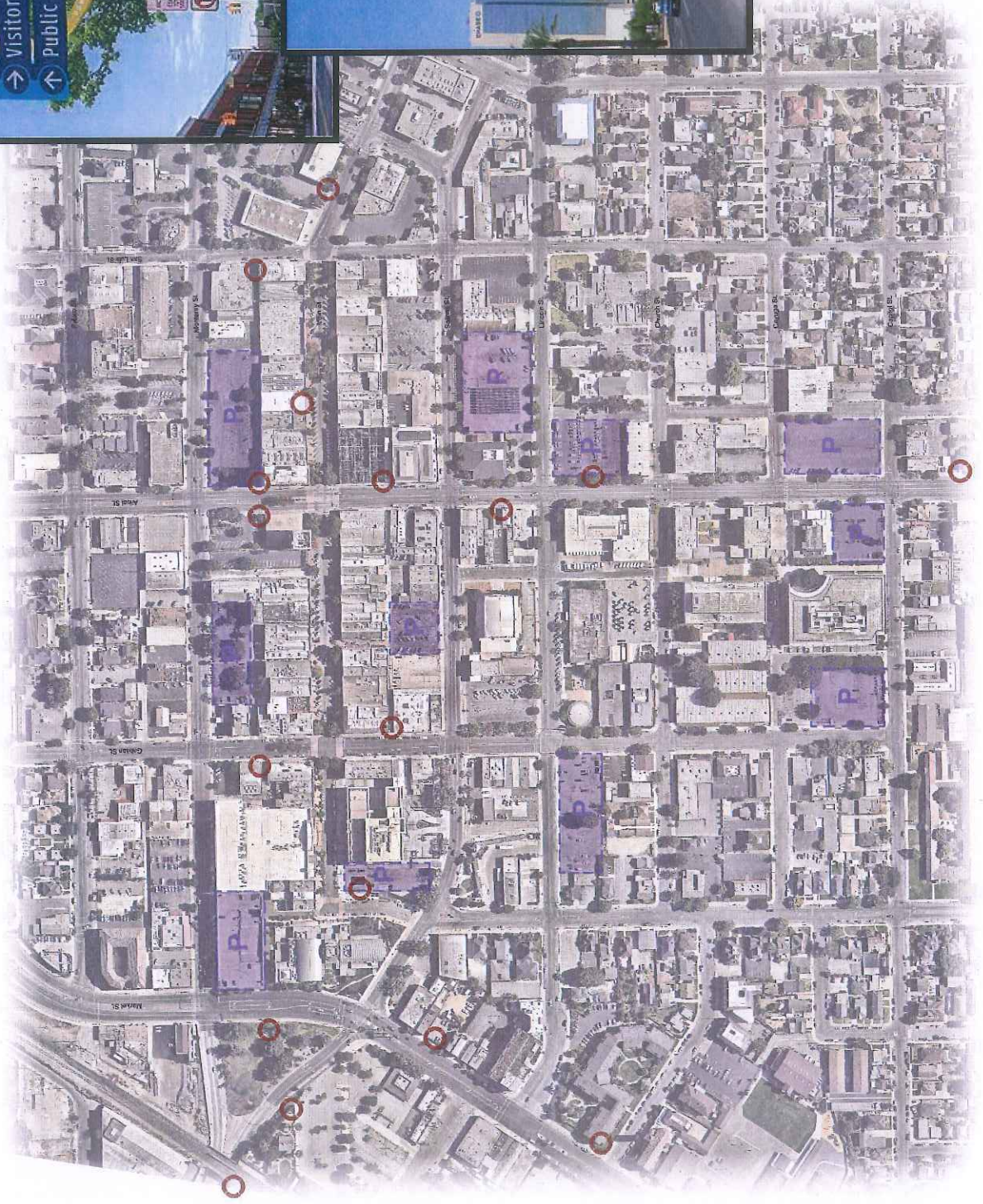


## Bike Facilities

- Existing Class II (Bike Lanes)
- Proposed Class II (Bike Lanes)
- Existing Class III (Bike Route)
- Proposed Class III (Bike Route)

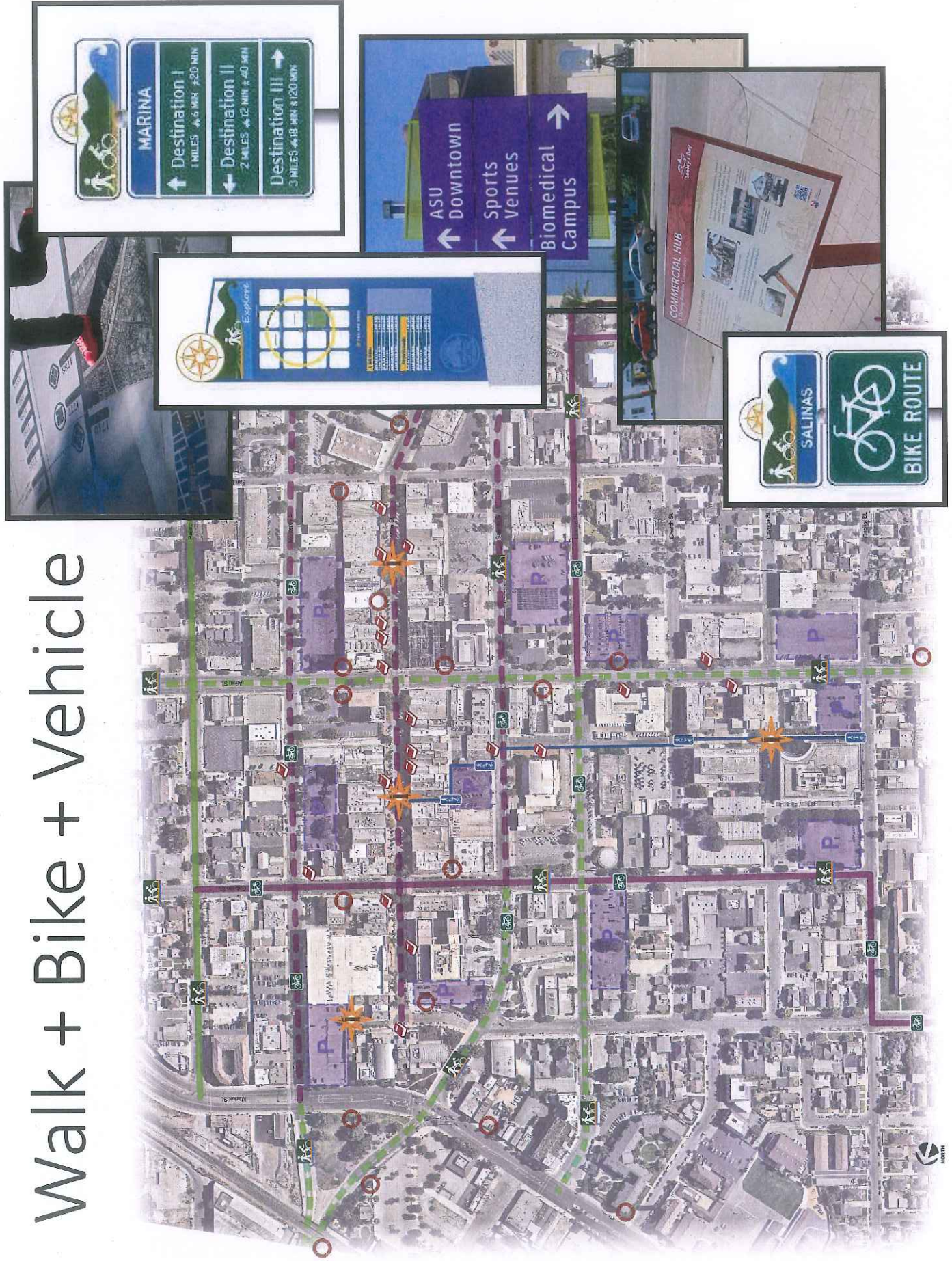


# Vehicle





# Walk + Bike + Vehicle











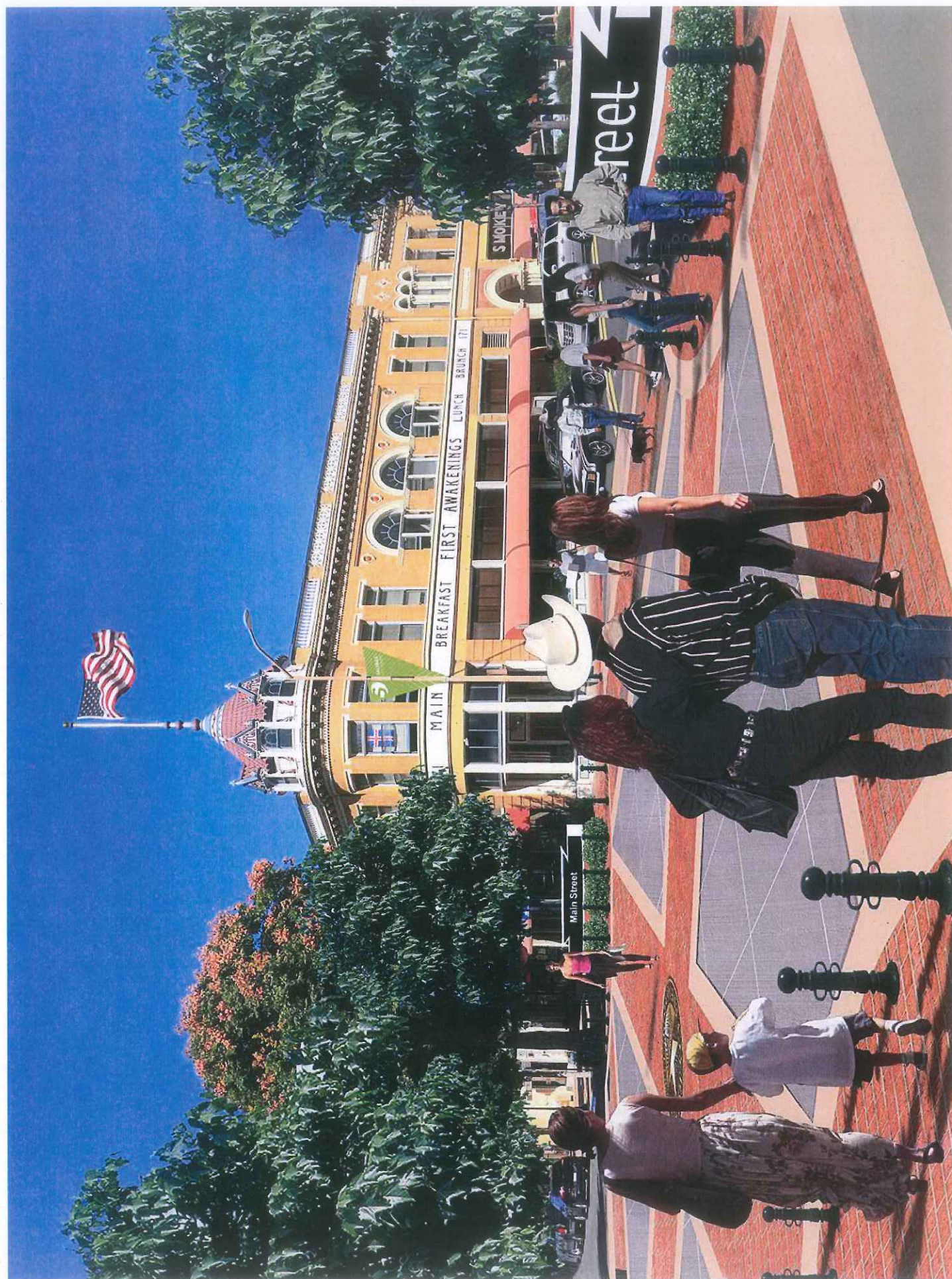
*"If you want to see the heart of a city,  
visit its downtown."*

*- Ray Corpuz, City Manager*

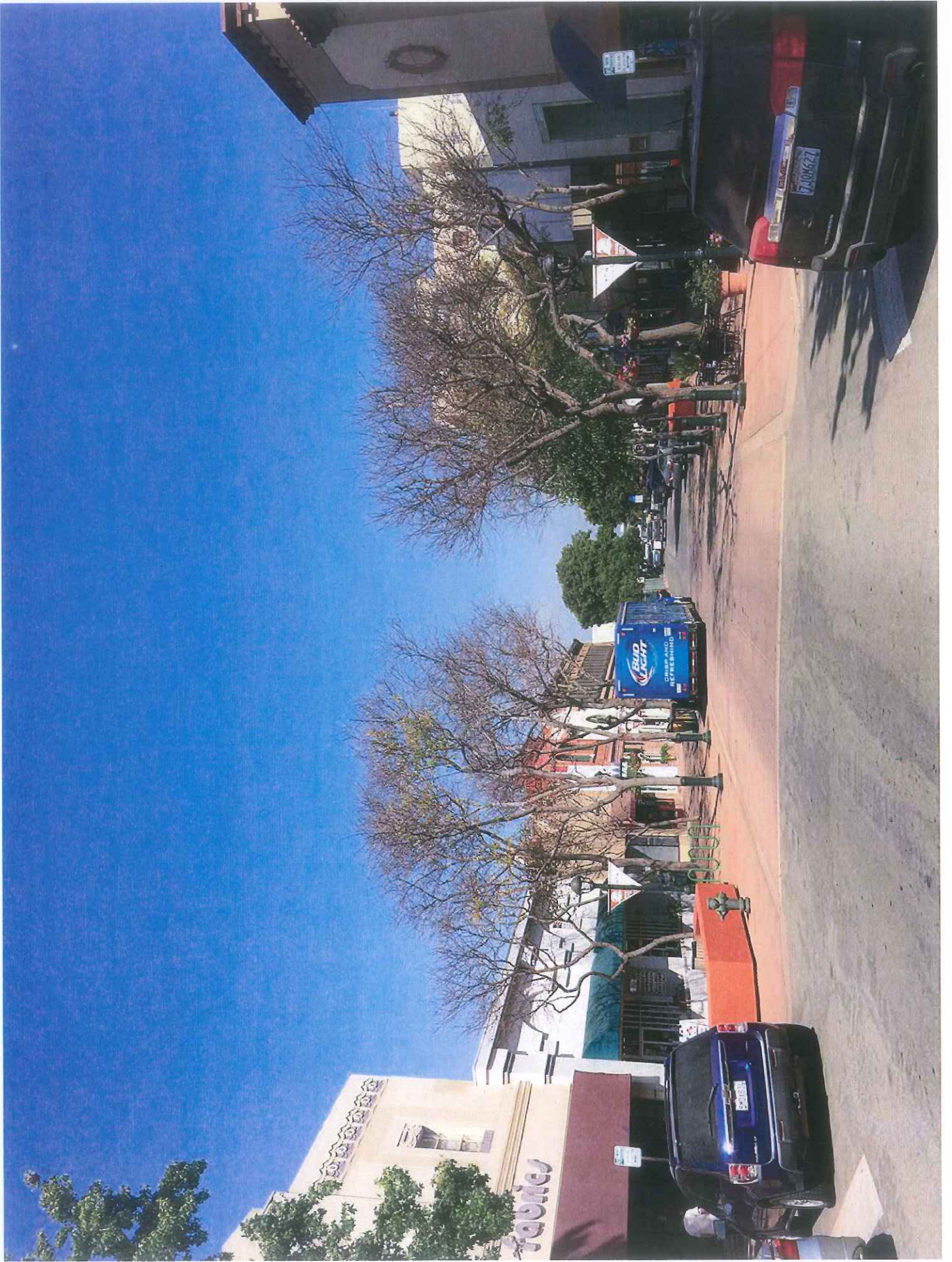




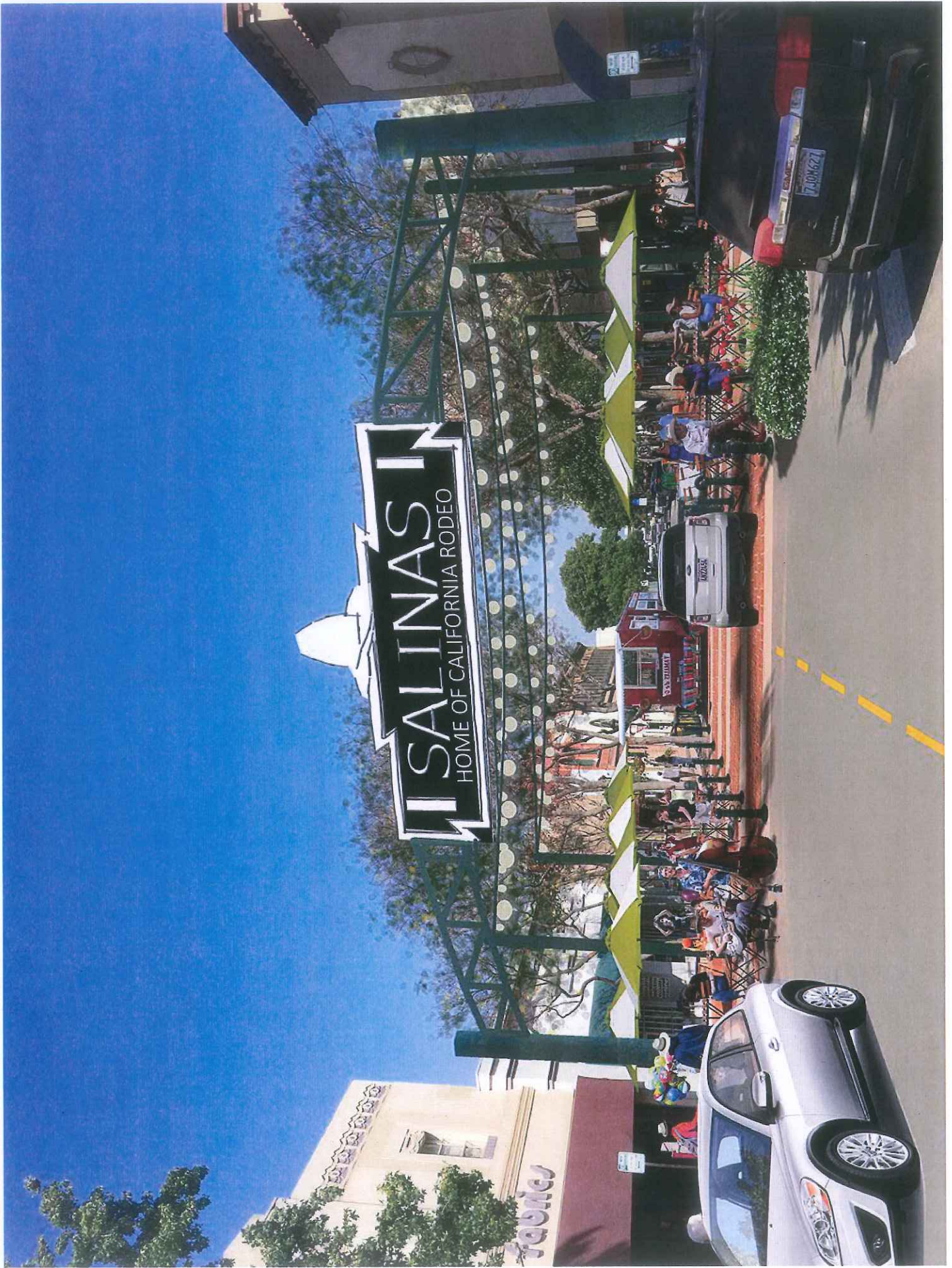








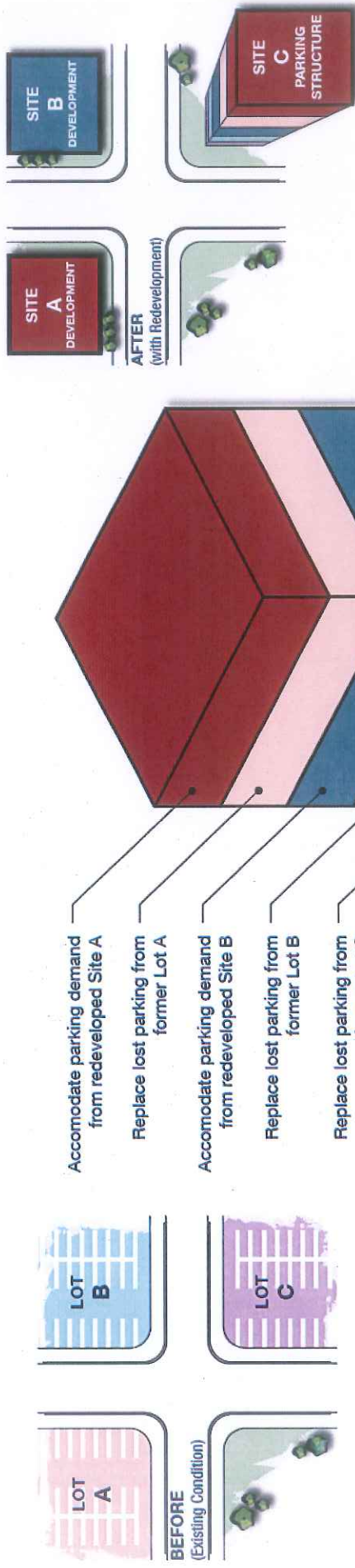






# Other Efforts

## Parking Management Plan





## Next Steps