



CITY OF SALINAS

TRAFFIC & TRANSPORTATION COMMISSION STAFF REPORT

DATE: October 5, 2017

DEPARTMENT: PUBLIC WORKS, TRANSPORTATION & TRAFFIC DIVISION

FROM: ANDREW EASTERLING, TRAFFICE ENGINEER

TITLE: MAIN STREET STREETScape MASTER PLAN

RECOMMENDED MOTION:

The Traffic and Transportation Commission is requested to recommend to the City Council the approval for adoption of the Main Street Streetscape Master Plan which is an element of the City of Salinas Downtown Vibrancy Plan implementation.

RECOMMENDATION:

Staff recommends to the traffic and transportation commission the approval and adoption of the Main Street Master Plan

EXECUTIVE SUMMARY:

The City Council adopted the Downtown Vibrancy Plan in 2015. Working on the Downtown Vibrancy Plan implementation, staff worked to develop the Main Street Streetscape Master Plan to provide a foundation for improving circulation, safety, and aesthetics on Main Street. 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. In the addition to the 24 stakeholder meetings, three community workshops were held throughout the Master Plan process to learn about the plan and provide input. The Main Street Streetscape Master Plan was developed from the Vibrancy Plan and with input received from the community workshops, and the document is intended to provide guidance for transportation, parking, utilities, grading, drainage, paving, and design aesthetics within the Main Street plan area.

BACKGROUND:

The City of Salinas Downtown Vibrancy Plan (Vibrancy Plan) was developed to encourage activity, commerce, and vitality to downtown Salinas. The Vibrancy Plan, excerpts are shown in the attached Main Street Streetscape Master Plan. Key components from the Vibrancy Plan 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.

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 streetscape 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.

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.

STRATEGIC PLAN INITIATIVE:

The Main Street Streetscape Project supports the Council goals of "Economic Diversity and Prosperity" and the objective to implement the Downtown Vibrancy Plan is part of the Council's Strategic Plan.

ATTACHMENTS:

Main Street Master Plan