



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: October 24, 2017

DEPARTMENT: PUBLIC WORKS, TRANSPORTATION & TRAFFIC DIVISION

FROM: ANDREW EASTERLING, TRAFFIC ENGINEER

TITLE: MAIN STREET MASTER PLAN

RECOMMENDED MOTION:

Approve a Resolution to approve the Main Street Master Plan as a step in the implementation of the City Downtown Vibrancy Plan and allocate \$1.1 Million in Measure X funds towards design, engineering support during construction and administration.

RECOMMENDATION:

Staff recommends that the Council approve and adopt the Main Street Master Plan as a step in implementing the Downtown Vibrancy Plan. Furthermore, staff is recommending approval of the allocation of \$1.1 Million to the Main Street Improvements Project for design, engineering support during construction and administration.

EXECUTIVE SUMMARY:

The City Council adopted the Downtown Vibrancy Plan in 2015. Working on the City of Salinas Downtown Vibrancy Plan (Vibrancy Plan) implementation, staff worked to develop the Main Street Master Plan (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 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 Master Plan was developed from the Vibrancy Plan and with input received from the community workshops. 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 Vibrancy Plan was developed to encourage activity, commerce, and vitality to downtown Salinas. Excerpts from the Vibrancy Plan are shown in the attached 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 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 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 an active pedestrian 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, commemorate Salinas' rich past, and celebrate its cultural and creative present.

Traffic and Transportation Commission

At its meeting on October 12, 2017, the Traffic and Transportation Commission considered the Main Street Master Plan. The Commission discussed with staff the merits of the conversion of the 200-300 blocks of Main Street into a 2-way street and received comments from the public. Commissioners asked staff to continue to active communication with stakeholders. Staff provided background on the Vibrancy Plan and the subsequent meetings to develop the Main Street Master Plan. The Traffic and Transportation Commission voted 5-0 in support of the Plan.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect

physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

STRATEGIC PLAN INITIATIVE:

The Main Street Master Plan 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.

FISCAL AND SUSTAINABILITY IMPACT:

The Salinas Main Street project is to be funded through local transportation funds (i.e. Measure X funding). There is an expected local private contribution from the Rotarians to help fund parts of the project, specifically the arches at the entrances to downtown Main Street. The first step in implementing the Main Street Master Plan will be the development of the final design services and construction support. Staff plans to hire a consultant to assist with the design development, construction drawings, bidding assistance and construction administration. The estimated cost for final design, engineering support during construction and administration is \$1,100,000. The total probable construction cost for this project is estimated to be \$12,000,000. Staff is requesting the allocation of \$1.1 Million in Measure X funds for final design, engineering support during construction and administration. A future allocation request for construction and construction management funding will be made when design work is completed. There is no impact to the General Fund.

ATTACHMENTS:

Resolution
Main Street Master Plan

RESOLUTION NO. _____ (N.C.S.)

**A RESOLUTION APPROVING THE MAIN STREET STREETSCAPE MASTER PLAN AND
THE ALLOCATION OF \$1.1 MILLION OF MEASURE X FUNDS TOWARDS FINAL
PROJECT DESIGN AND CONSTRUCTION SUPPORT**

WHEREAS, the City Council adopted the Downtown Vibrancy Plan in 2015 which includes and implementation plan; and

WHEREAS, the adopted Vibrancy Plan recommended infrastructure improvements which include circulation and streetscape improvements; and

WHEREAS, the Main Street Streetscape Master Plan was developed as a basis for streetscape and circulation design with community input gathered from several meetings; and

WHEREAS, the Council is requested to allocate \$1.1 Million for design, engineering support during construction and administration costs in order to move forward for delivery of a first phase in Fall 2018; and

WHEREAS, the Traffic and Transportation Commission at its meeting on October 12, 2017 considered the Main Street Master Plan and recommends the approval of the Plan.

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council approves the Main Street Master Plan and directs staff to pursue design and construction of the project; and

BE IT RESOLVED FURTHER, that the Salinas City Council approves the allocation of \$1.1 Million of Measure X funds towards the Main Street Improvements Project.

PASSED AND APPROVED this 24th day of October, 2017, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Joe Gunter, Mayor

ATTEST:

Patricia M. Barajas, City Clerk