

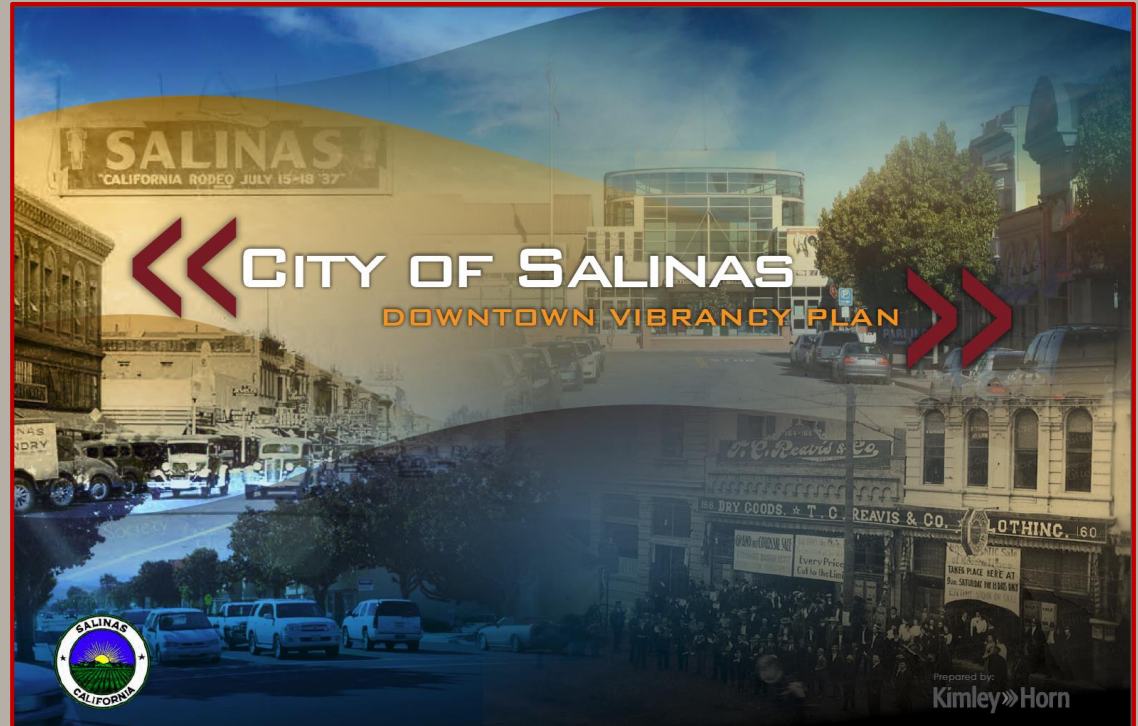




Main Street Master Plan Background

Salinas Downtown Vibrancy Plan

- Adopted in 2015
- Objective in City Council's Strategic Plan
- Excellent Infrastructure
- Main Street is the first step in Implementation



4 Themes from the Downtown Vibrancy Plan

- | | |
|-------------------------------------|------------------------------------|
| ✓ Creating the Destination Downtown | ✓ Building the Heart of Salinas |
| ✓ Managing Parking Resources | ✓ Stimulating Development Activity |

Main Street Master Plan Background Stakeholder Team

- 24-26 Community Members
- Met 25 times between September 2013 and March 2015
- Interest Group Meetings
- 3 Community Meetings
- 3 City Council Presentations



Main Street Master Plan Background Vibrancy in Review

1. RECONNECTING

Destination Salinas

2. PARKING

Managing Parking Resources

3. SENSE OF PLACE

Building the Heart of Salinas

4. CATALYST ACTIVITY

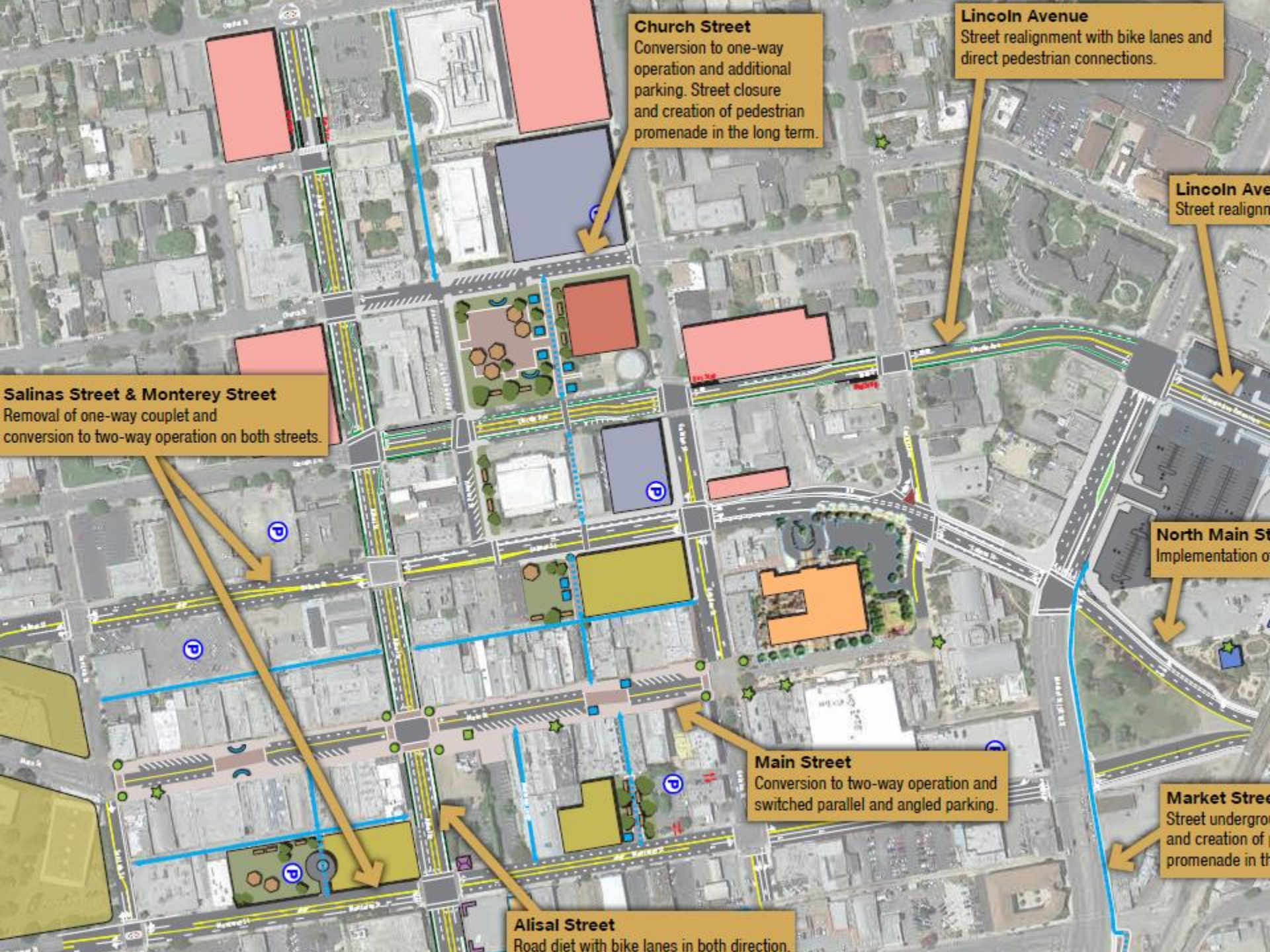
Stimulating Development

5. IMPLEMENTATION

Policies and CIP

Main Street Master Plan Background Direction Based on Feedback





Church Street
Conversion to one-way operation and additional parking. Street closure and creation of pedestrian promenade in the long term.

Lincoln Avenue
Street realignment with bike lanes and direct pedestrian connections.

Lincoln Avenue
Street realignment

Salinas Street & Monterey Street
Removal of one-way couplet and conversion to two-way operation on both streets.

North Main Street
Implementation of

Main Street
Conversion to two-way operation and switched parallel and angled parking.

Market Street
Street underground and creation of pedestrian promenade in the long term.

Alisal Street
Road diet with bike lanes in both directions.

Main Street Master Plan Background

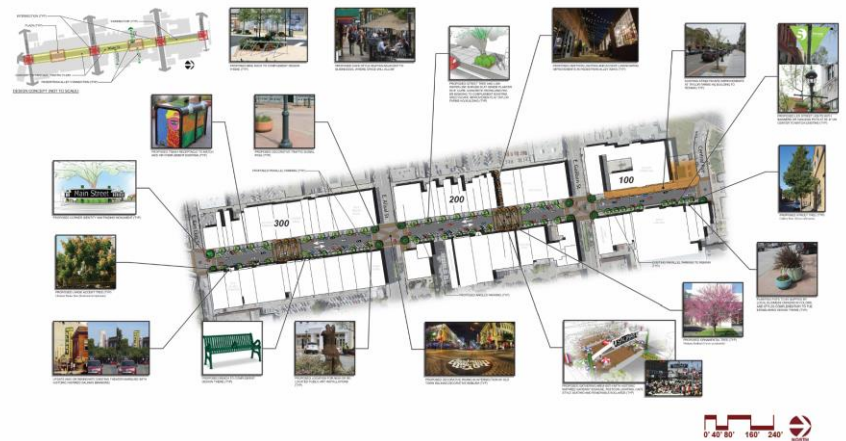
Other On-going Downtown Vibrancy Projects

- **Parking Enforcement (November 2016)**
- **Target Housing Market Analysis (July 2017)**
- **Parking Plan (April 2018)**
- **Update Parking Permit Fees (November 2018)**
- **Establish a Downtown Parking Management District Oversight Committee (July 2018)**
- **Alisal Street Corridor Project (Fall 2018 Construction)**
- **Main Street Improvements Project (Fall 2018 Construction)**



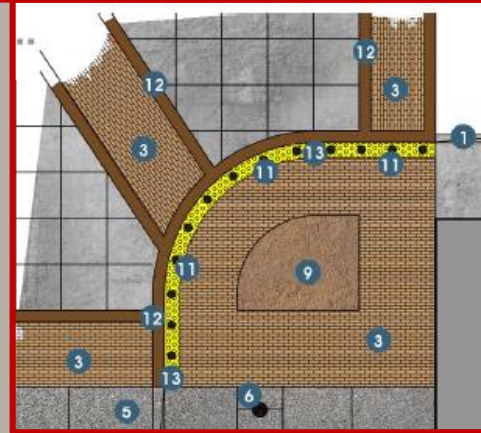
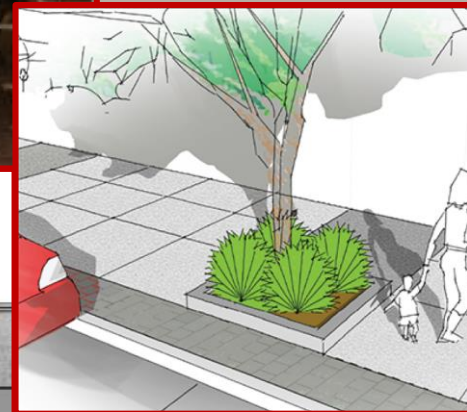
Main Street Master Plan Development Process

- The Downtown Vibrancy Plan is the basis for Plan Development
- 3 public workshops were held to engage the community and help shape the plan
- Key components from public workshops were incorporated in Master Plan



Main Street Master Plan Recommendations

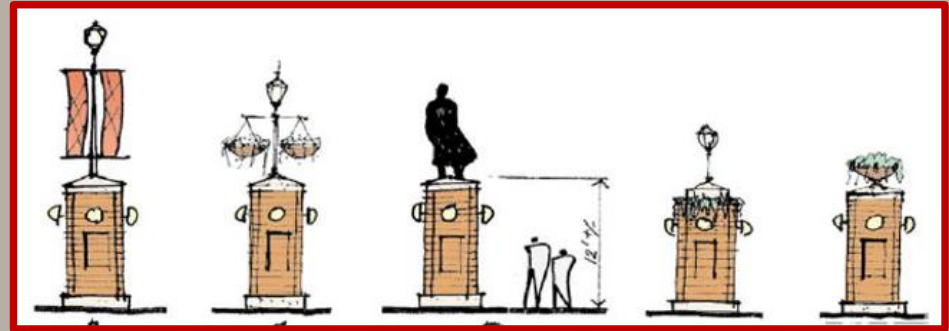
- Safety and Security
- Outdoor Lighting
- Design Aesthetics
- Implementation and Construction
- Grading, Drainage and ADA Compliance
- Utilities



Main Street Master Plan Recommendations

Signage, Wayfinding & Identity

- Main Street Gateway Arches at Entrances
- Kiosks on Main Street
- Regional Bicycle & Pedestrian Wayfinding Signs
- Banners on Light Poles
- Historic Markers and Plaques



Main Street Master Plan Traffic and Transportation

- Two-Way Traffic Conversion
- Pedestrian-Friendly Environment
- Bicycle Mobility
- Intersections Operations
- Blended Angled and Parallel Parking



Main Street Master Plan

Two-Way Traffic



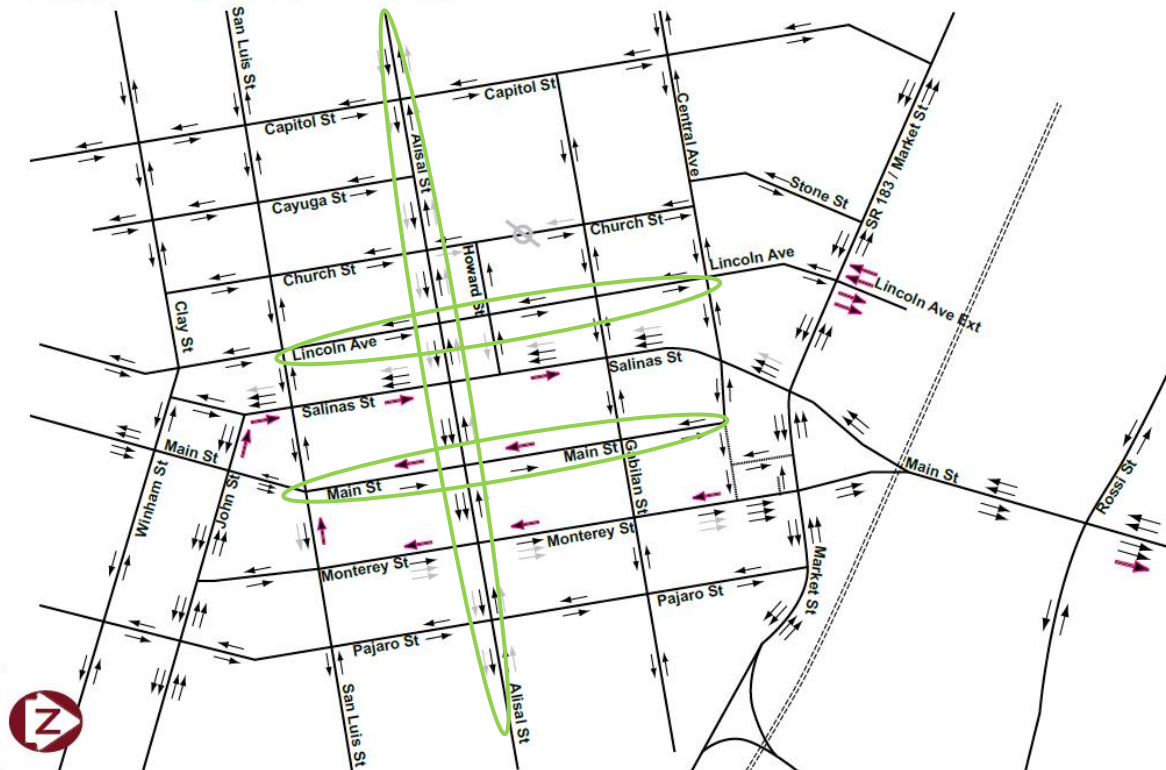
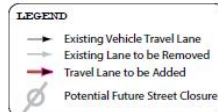
SALINAS DOWNTOWN VIBRANCY PLAN

2.2 REVISED CIRCULATION PATTERNS

FIGURE 2-2 STREET FLOW MAP

As depicted in Figure 2-2, big changes to circulation patterns are recommended in this plan to increase downtown vibrancy. All of Main Street will become two-way travel which will increase visibility to businesses and eliminate out-of-direction travel. Most of Salinas Street and Monterey Street will also be converted to two-way traffic, which will improve access to downtown and reduce vehicular speeds. Alisal Street will be re-purposed by converting one of the automobile travel lanes into bicycle lanes, resulting in a narrower, slower roadway that is more in character with surrounding uses. Howard Street will be converted to one-way traffic, enabling Church Street to be closed to vehicular traffic between Howard and Gabilan Street. These changes will emphasize downtown as a destination, a place where streets are shared by vehicles, bicyclists, transit, and pedestrians. Pedestrian travel will be emphasized and encouraged as the primary means of travel in downtown. For the same reason, bicycle travel to and within the downtown area will also be enhanced. This includes Class II bikeways (bike lanes) and Class III bikeways (bike routes). As these streets are reconfigured, the traffic signal timings will also be modified and optimized to accommodate flows into and out of downtown Salinas. This will require coordination and cooperation with the California Department of Transportation (Caltrans), which operates all signals on state routes. The City of Salinas may benefit from taking over ownership and control of Caltrans operated signals and routes to allow for greater flexibility in implementing improvements to streets and intersections in downtown. The next few pages describe circulation pattern changes in more detail.

The revised circulation plan emphasizes downtown as the destination. Depicted in Figure 2-2 are the mid-block travel lanes and direction of travel on downtown streets.



Main Street Master Plan Community Feedback

Since the Main Street Master Plan was developed City Staff collected community feedback through:

- Community Meeting (9/21)
- Downtown door-to-door Survey
- Project Webpage



Survey

Downtown Vibrancy Main Street Streetscape Project

Community Feedback Form

Downtown Salinas is poised for a new community-based vision plan for pedestrians, bicycles, traffic flow, sustainable parking and attractive sense of place. Main Street has been identified as the first implementation of the Salinas Vibrancy Plan. The conceptual rendition of the improvements has been developed using input from many stakeholder meetings. The City is now seeking your input to ensure we are proposing downtown improvements as desired. Please help shape your downtown by providing feedback.

Name Business/Property

☐ Own
☐ Rent
☐ Other

Would you prefer Main Street be converted to two-way vehicular traffic?

- ☐ One-way Traffic
☐ Two-way Traffic

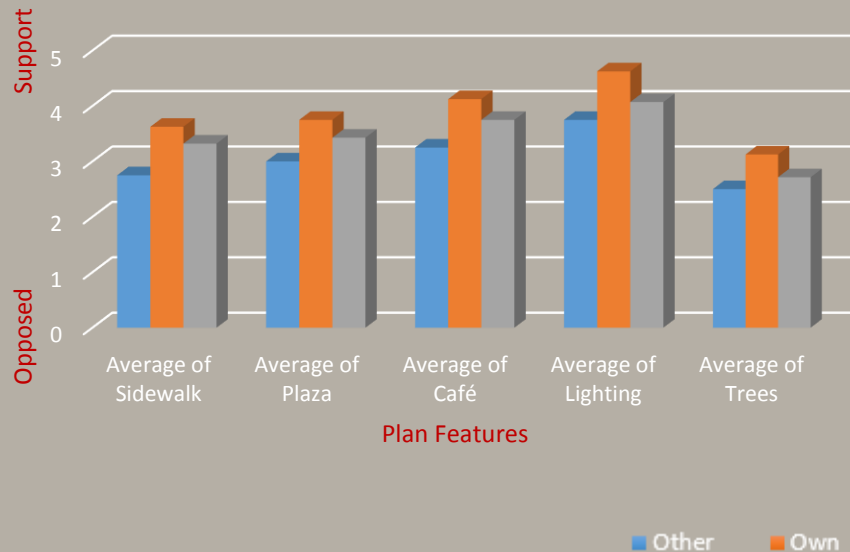
Would you support or oppose the following?

	Strongly Support	Support	Neutral	Oppose	Strongly Oppose
New Sidewalk and crosswalks paving with accent branding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Plaza decorative paving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cafe Style Seating adjacent to businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhanced pedestrian and festoon lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Replace ornamental trees in at grade planters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

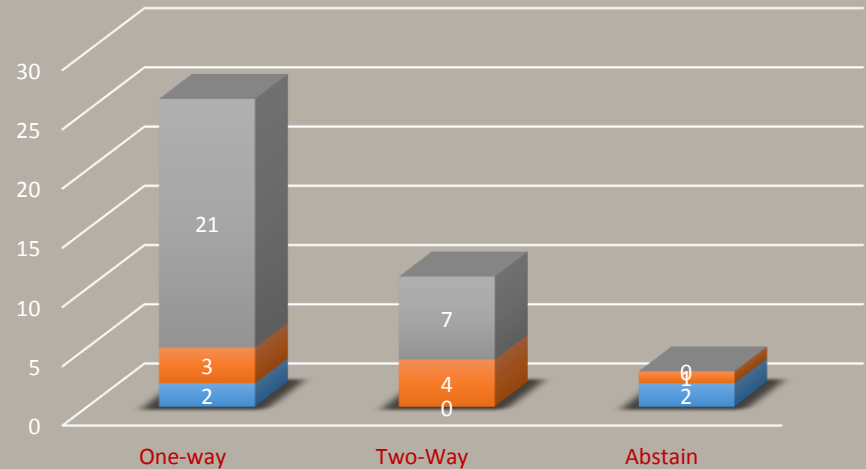
Main Street Master Plan Community Feedback

Survey Findings

Average Support of Plan Features

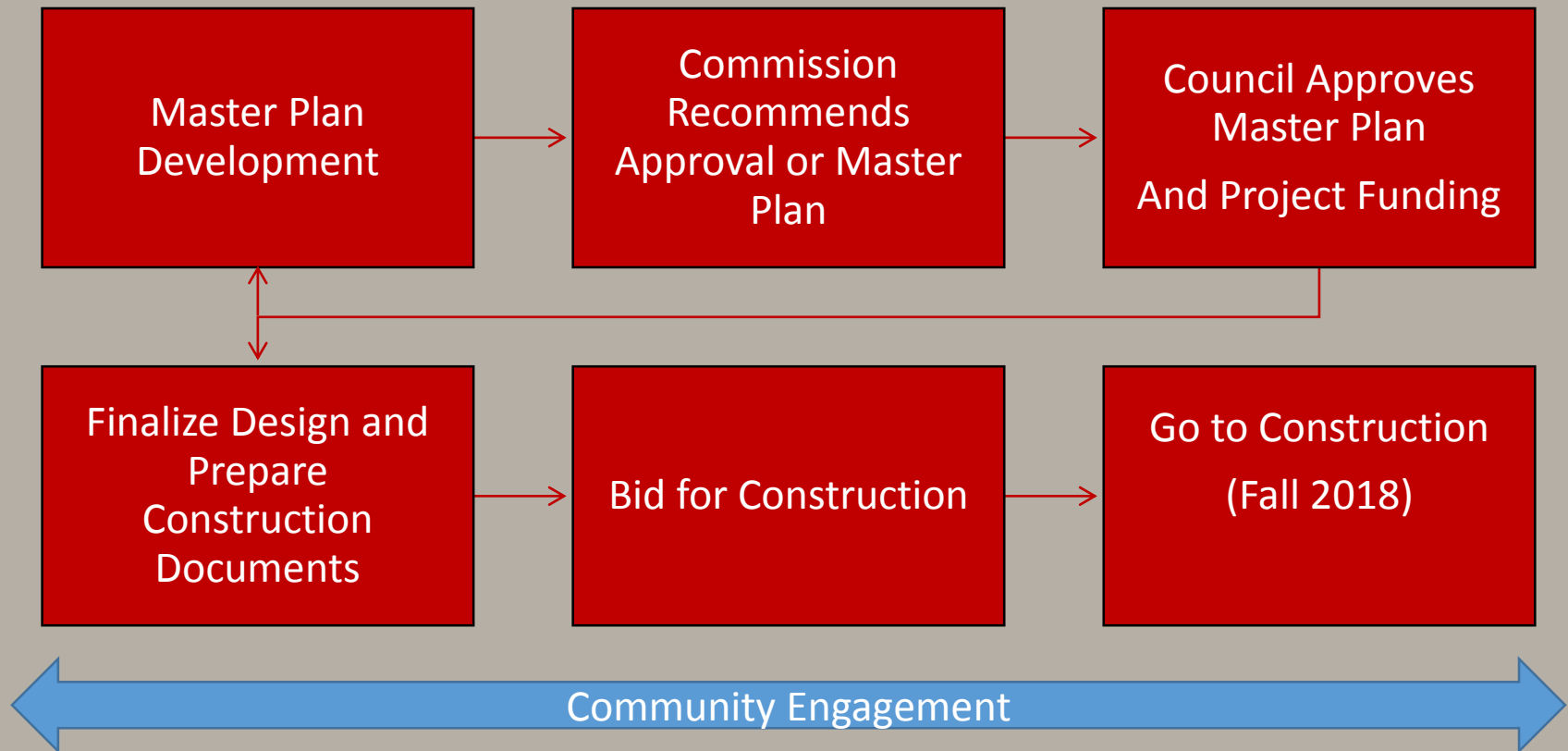


Street Orientation



Main Street Master Plan

Moving Forward



Main Street Master Plan Project Funding

Requesting



\$1.1M

- Final Design
- Engineering Construction Support
- Administration



Next Phase



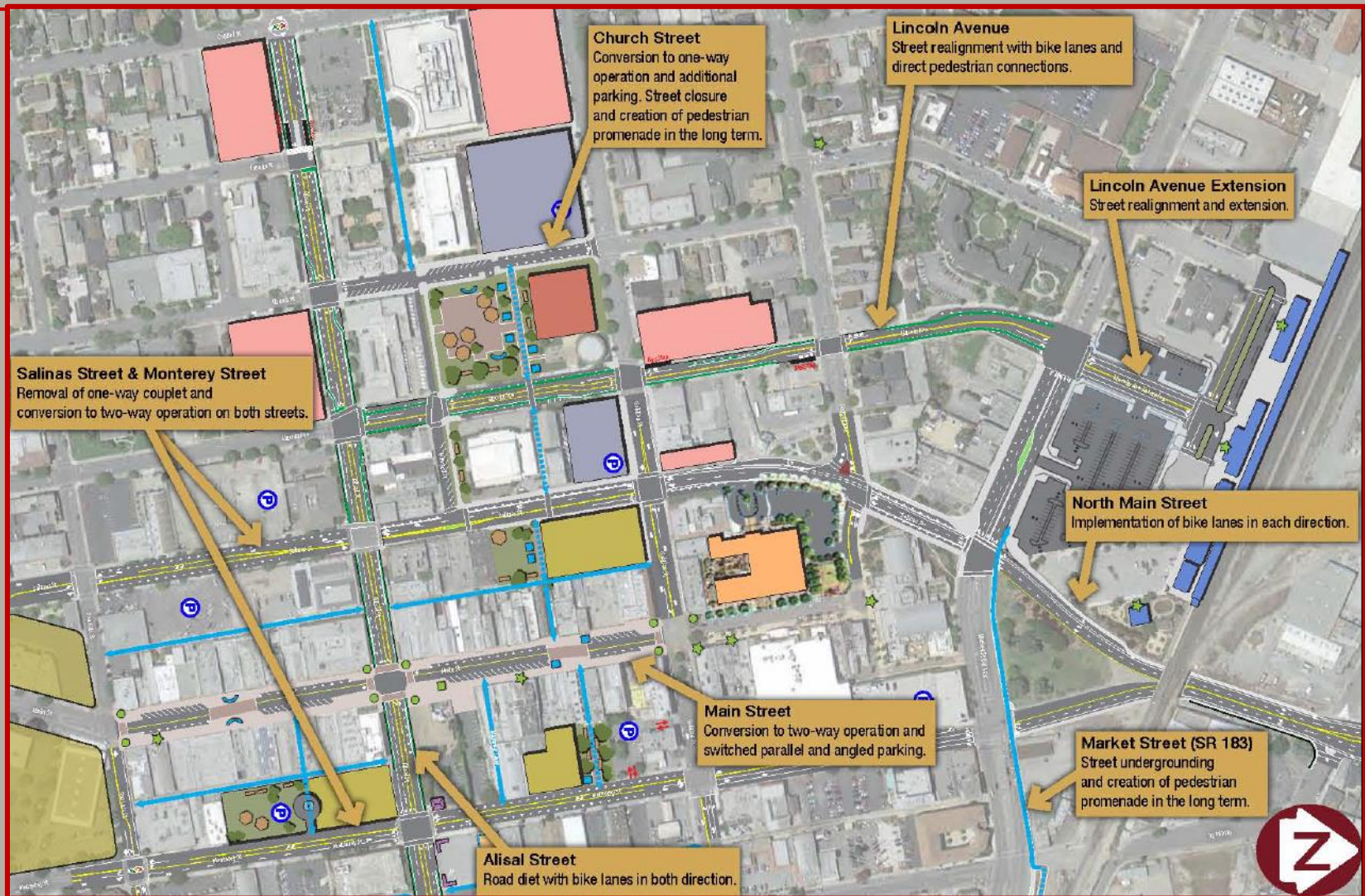
\$12.0M

- Estimated Construction Cost

Measure X

Main Street Master Plan

Next Steps for Downtown



Downtown Vibrancy Main Street Master Plan



Questions