

Weekly Downtown Stakeholders Team (DST) Meeting March 19, 2014 – Meeting #17

Team Members

Frank Haffar
Maya Cinemas

Margaret D'Arrigo
Taylor Farms

Peter Kasaavan
SPARC

Doug Iwamoto
MKM Farms

Debbie Hale & Ariana
Green
TAMC

Fred DeYoung
Peninsula Business Interiors

Coleen Bailey
National Steinbeck Center

Paul Farmer
Salinas Valley Chamber

Marti Noel & Raul
Martinez
County of Monterey

Salvador Munoz
Architect

Alan Stumpf
City of Salinas

Larry Bussard
Retired

James Serrano
City of Salinas

Jeanette Pantoja
CA Rural Legal Assistance

Hilda Garcia
City of Salinas

Mike Gallant
Monterey Salinas Transit

Marylin Dorman
Salinas Downtown Community
Board

Mark Dorman
Mo & Salinas Valley Model
Railroad & Historical Society

Meetings are held every
Wednesday
At
307 Main Street
12-1:30pm

For further information
contact:
Don Reynolds
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Draft Report Presentation & Format

Dave from Kimley-Horn and Associates (KHA) presented the group with a draft outline of the Vibrancy Plan Report. The draft outline is available at:

<http://www.ci.salinas.ca.us/services/downtownvibrancy.cfm>

The following issues/questions were raised:

Have we identified immediate impediments?

If parking is an issue, the final plan should identify where parking will go.

What are the options with regards to parking and mixed use?

What are the constraints? Is it easier to implement (code change) throughout the City?

Form Based Codes

Don Reynolds, project manager, provided the team with a 6-page handout titled, "Form-Based Codes; Implementing Smart Growth". Form based codes is a reform to traditional zoning codes which emphasize the appearance and qualities of the public realm. Form based codes place a primary emphasis on building type, dimension, parking location and façade features, and less emphasis on uses. They stress the appearance of the streetscape, or public realm over long lists of different user types. The full report is available for download at: http://www.formbasedcodes.org/files/form_based_codes.pdf

This change would provide more flexibility for buildings in an area. This could lead to more open space and address the need to attract more private developers.

Merchant Meeting

With Oldtown Salinas Association's cooperation, a merchant meeting is in the planning stages for early April. This meeting is meant to address concerns raised at the last community meeting regarding the degree of involvement by downtown merchants in the planning stages. Frank Haffar has volunteered the Maya Cinema as a possible venue. There are hopes the Police department will also attend the meeting to discuss merchants' concerns regarding safety.

Council Involvement

Fred DeYoung asked Dave Sorenson when the rest of his team would be meeting with the DST. Thus far, the DST has heard from a Parking team, but the DST has not yet met with other KHA team members regarding Economic Development and Land Use. Also, Fred asked whether or not City Council members have been receiving regular updates. Members believe that if the City Council is not on board now, it will be too late further down the process. A few members offered to have one-on-one meetings with City Manager in order to be more effective in garnishing support.