

# Weekly Downtown Stakeholders Team (DST) Meetings

Issue 3  
DST Meetings #12 - #16  
April 7, 2014

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## Second Community Workshop

During the March 7<sup>th</sup> Frist Friday Art Walk, the community was invited to an evening open house, where the team hosted interactive orientation and opinion workstation featuring draft design of concepts, streetscapes, catalyst sites, public art and public space



Dave Sorenson from Kimley-Horn

offerings, parking options, traffic flow, personal and public transportation alternatives.

The next day, an intense workshop was held from 8am thru 2pm at the National Steinbeck Center. The workshop- included an update on the work-to-date from the Downtown Stakeholders Team. Also, attendees engaged in exercises to review the results from last December's Holiday Cafe and drilled into specific Vibrancy Plan subject areas including parking, traffic flow and ideas for catalyst sites.

A total of forty-four (44) members of the community caught a glimpse and provided input.



Gary Petersen, Public Works Director with 2 workshop attendees

One attendee voiced her concern regarding the degree of merchants' involvement in the process. In response, a downtown merchant meeting has been scheduled for the evening of April 10<sup>th</sup> and the morning of April 11<sup>th</sup> at the National Steinbeck Center. Over 850 invitations were sent to merchants on the City's business license database.

“What is “Safe”?”

## Safety

A new business owner attended March 12<sup>th</sup>'s DST meeting and wanted to know what was being done about safety. She felt that families were dissuaded from visiting downtown because they didn't feel safe.

While business owners have the right to seek police assistance for unruly behavior, downtown area merchants have seen an increase in the level of aggressiveness displayed by panhandlers.

Frank Haffar noted that an out-of-town relative recently visited his business. Unfortunately she was uncomfortable with the level of panhandling activity on the 1<sup>st</sup> bock of Main Street and expressed concern for her safety.

A few members asked, **“What is safe?”** Feeling safe is a subjective perception that may be alleviated with low-cost solutions such as an increase in lighting and the installation of pedestrian amenities. An **increase in pedestrian activity** and the

**elimination of dark lurking spaces** would be steps towards making downtown visitors feel safe.

Trish Sullivan noted that a private patrol currently has two (2) officers walking the downtown area during the 5-7 am hours to clear sidewalks of homeless encampments.

Some merchants would like to have a meeting with a representative from the Police Department to further discuss safety.

*“Salinas and Monterey Street would benefit from being converted to 2-way streets”*

*“How do we invest in creating ‘our space’?”*

## Street Improvements

The public expressed a clear consensus of preference for **protected bike lanes** over traditional bike routes. Evidence suggests that bike-friendly cities promote tourism. Also, traffic enforcement and education for cycling can may be the answer to solving the bicycle – related traffic issues occurring.

The **re-timing of signals** during different times during the day was also seen as a low-cost solution to limited vehicular mobility. For

example, northbound traffic on Monterey Street gets severely congested during the evening peak-hours. This led to an informal survey, in which participants were asked to vote on their preference for street reconfiguration scenarios. Results are as follows:

Seventy-three percent of respondents believed mobility would improve if Main Street was returned to a 2-way, while 18% believed it should stay as is and 9% wanted to reverse the flow.

The majority of respondents believed Salinas and Monterey Street would benefit from being converted to 2-way streets, while a couple people would prefer it remain a one-way street and reduced to 2 lanes.

The need for a **policy regarding delivery trucks** was brought up initially by Doug Iwamoto (a DST member) and then again from an attendee at the workshop.

## Parking & Public Space

### PARKING

Studies show that 40% of the land downtown is dedicated to parking. A free shuttle circulating for people using parking lots and a centralized valet parking for visitors and employees were seen as possible options to **encourage the use of existing parking lots**.

The issue was raised that the level of effectiveness of the shuttle service. Some attendees believe the shuttle service would work if **paid parking was within close proximity and any free parking would be located off-site**. Many believed that paid parking may be inevitable as the City grows. However, in order

to encourage use, parking lots and alleys need to first be cleaned up.

### PUBLIC SPACE

“Hometown” hospitality is critical. Many wondered: “How do we invest in creating ‘Our Space’”. While our History separates us, the key is in finding the connections.

The **need for art** was a resounding theme and many asked of existing plans / processes or policies regulating the creation and installation art in our public spaces.

Downtown is too dark, thus creating an unsafe atmosphere. Many members of the

community believe that **storefronts need to be lit even after closing time** and would benefit from having set **business hours in which all businesses are open**.

Downtown is in dire need of becoming **more kid / family friendly**. Some ideas to encourage design for the future children and families were:

- Repurpose the Armory area to create an activity center
- Create a public space for clubs to meet
- Work with Schools to create and/or paint site elements with a focus on Salinas’ History



Artist rendition of possible Music Venue on corner of Alisal & Monterey Streets

*“Is downtown family-friendly?”*

# New Concepts for Bataan Park –

Bataan Park honors the 105 Salinas and Pajaro Valley military members who proudly paraded down Main Street before being deployed to the Philippines in 1941 and ultimately subjected to the atrocious Bataan Death March.

It's **important that the park's historical significance is maintained**. Some members see the park as a gem that needs to be incorporated into downtown as **a connection to other areas** such as the Intermodal Transportation Center and Chinatown.

Peter Kasaavan presented the group with



a concept he began working on quite some time ago

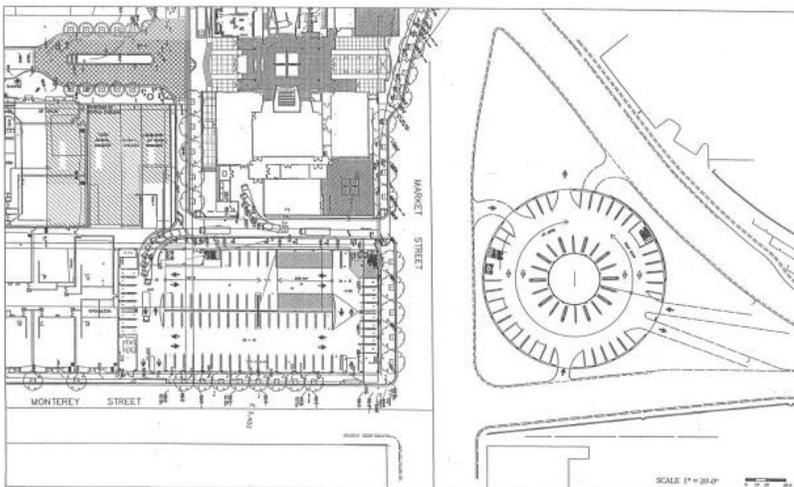
According to the graphic above, Bataan Park would be above grade and serve as a direct, pedestrian connection to the Intermodal Transportation Center

and Chinatown.

Traffic from Main Street and Market Street would be redirected under the park and **a pedestrian plaza** would be created with direct pedestrian access to Downtown.

*“What would Bataan Park look if it was above grade?”*

## Bataan Park – part 2



DOWNTOWN SALINAS PARKING CONCEPT  
Prepared for the City of Salinas by ROMA Design Group & International Parking Design, Inc.  
FEBRUARY 2011

Larry Bussard also presented an idea for improvements at Bataan Park that would assist in alleviating downtown parking shortages.

A **multi-level parking structure** which includes a park with amenities on the top level that would benefit the community and the Intermodal Transportation users.

*“Bataan Park as a multi-level parking structure would benefit future ITC users”*

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*While Preserving the connection to History, Downtown Salinas will offer a vibrant place where the City's past and future come together to create a healthy mix of residences, businesses, civic institutions, recreation and culture in a fun, safe and family-friendly setting*



If you missed the first two newsletters, you can still check them out on our Facebook page



“Salinas Downtown Vibrancy Plan”

**Downtown is changing!** These changes are most evident in the development of the corporate headquarters of Taylor Fresh Foods, and the transformation of the Train Station into an Intermodal Transportation Center that consolidates transit services.

It is also important to understand that over time many changes have occurred in downtown that have had a significant cumulative impact including the development of the **National Steinbeck Center**, the **Monterey Street Parking Garage**, **Bankers Casino**, the **County Government Campus** and **Maya Cinemas**.

In response to these changes the City of Salinas, in coordination with the County and other downtown stakeholders, has begun the process of developing a **Downtown Vibrancy Plan**. The purpose of this plan is to look at how best to transform the downtown city-core to create a cohesive environment built for pedestrians, bicycles and multimodal transportation and then automobiles. This will be accomplished by revitalizing and modernizing downtown infrastructure, adjusting traffic flow and improving amenities. The final plan is also expected to include updated parking and street layout scenarios while identifying key development sites that when developed will result in significant improvements to the business and economic climate in downtown Salinas.

## Fast Track Accomplishments Happening Now:

- The City and Oldtown Salinas Association (OSA) is implementing a project that would place new trash and recycle bins in the downtown.
- OSA is sponsoring awareness training for business owners regarding Panhandling and Awareness
- City Parking Operations is currently repairing planters in the downtown area
- OSA has a project underway that would paint planters on Main Street increasing the aesthetic environment
- Parking facilities is looking into “way-finding” signs for the area
- OSA and Leadership Salinas will be installing three (3) Kiosks within the next month
- A Capital Improvement Project is being drafted for the City to install public restrooms in parking facilities
- OSA is currently assisting area merchants with online presence support
- A few DST members have offered to sponsor the purchase of “Festoon” lights in order to increase after-hours lighting in the area.