

# Weekly Downtown Stakeholders Team (DST) Meeting May 7, 2014 - Meeting #20

## Team Members Present

Frank Haffar  
Maya Cinemas

Greg Piini  
Piini Realty

Peter Kasaavan  
SPARC

Doug Iwamoto  
MKM Farms

Ariana Green &  
Debbie Hale  
TAMC

Margaret D'Arrigo  
Taylor Farms

Jim Gattis  
Jim Gattis Real Estate

Raul Martinez  
County of Monterey

Salvador Munoz  
Architect

Alan Stumpf &  
Andy Myrick  
City of Salinas

Larry Bussard  
Retired

James Serrano  
City of Salinas

Lucina Alcalá  
CHISPA

Don Reynolds &  
Hilda Garcia  
City of Salinas

Marilyn Dorman  
Salinas Downtown  
Community Board

Mark Dorman  
Mo & Salinas Valley Model  
Railroad & Historical Society

Meetings are held on  
**Wednesdays**  
At  
**307 Main Street**  
**12-1:30pm**

For further information  
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## Introduction

Following this parking chapter today, we'll be working on the catalyst sites; Land use & economic development components to be presented in the near future.

Notes from the April 23<sup>rd</sup> meeting with property owners was distributed. The meeting was attended by 20-25 people.

## Land Use Follow-Up

A few hours were spent with EMC and economic development folks to discuss what it would take to develop catalyst sites and apply land use as best as it can. EMC suggested the City update the zoning code to make it more user-friendly from the developers' side, with the caveat that a formal interpretation from planning Staff would be required. The next step is to look at parking. Dave (KHA) will be meeting with EMC after lunch.

Sal presented a brochure which was designed with the Salinas' Economic Development team and Historical Review board. The guide was done so it could be used with the CA Historical Preservation conference in Asyloamar. It was designed so anybody visiting Salinas could have a self-guided tour of Art-Deco and Architectural wonders of building surrounding us. The guide consists of the origins and historical aspects of buildings.

## Grant Application for Downtown Complete Streets

KHA worked with the City on an application for a \$5.5 million grant to implement some of the complete streets ideas the team has been talking about. For example Bus Rapid Transit improvements on Alisal St from Front to Blanco, installing bike lanes on Lincoln, converting Main St, Salinas St and Monterey St into a 2-way

## Draft Parking Concepts and Recommendations

A meeting was held with Benny Young and John Ford from the County last Monday on the Draft Parking recommendations presented today. The County had some input which was transmitted to Dave (KHA) the previous night. County folks wanted to make sure their input was considered prior to presenting to the Board of Supervisors.

Dave presented the draft chapter on Parking. KHA wants to make sure to tie in the survey monkey results, which revealed powerful information regarding what the merchants believe their customers' opinions are on the subject of parking. DST Members noted that the background could be more detailed. According to the survey results, customers believe there is not enough parking close to the business; this should lead to better parking management. Another big concern from customers is the unsafe walk from parking spaces to the business. Survey also revealed that hardly any employees are paying for their own parking. Over half of the employees either find free parking or park in limited parking but move their cars. This is another concern for shop owners because they believe most employees are parking in front of their business. Business owners believe this parking should be available for their customers.

Dave explained the theories behind shared parking, unbundling parking (i.e. selling of parking spaces and development separately) and parking credit program (ex. a parking management association begins projecting the need for parking and uses money collected from property owners to build next garage) and allowing the open market to dictate the required parking for certain areas.

Alan discussed the different parking requirements for new commercial development vs. residential areas.

Alan noted that there is subtleties and historical background information that should be included in order to help understand the City's situation; otherwise we'd only be touching the surface of downtown Salinas. Under "Present Conditions" it just very briefly goes over the actual present conditions and actually includes certain inaccuracies. For example, the Monterey Street parking garage is not the only paid parking in the

downtown, there are monthly passes available to other areas. It's also important to note that 30-something years ago, there was a parking assessment district in the downtown and all properties were assessed to pay for current surface lots. Alan stated that the surface lots are owned by the City, but were paid for by the property owners.

In the event a parking maintenance district is set up, the following questions need to be answered:

- Who is responsible for paying into it, the developer?
- What if the current property owners already paid?
- Does the City check for new demand?

Dave explained that many parking scenarios were looked at which included information gathered at the parking workshops, and considered 5- & 10-year scenarios. Alan asked if the significant number of vacancies is accounted for in the model, and Dave stated that, to the best of their knowledge, the existing vacancies are included in the model. Larry asked, "If the City was at build-out, would the City have sufficient parking to accommodate all?"

Peter asked, if the report would be going to Council as is, or if the group would have time to make recommendations. He stated that he met with the City Manager and Benny Young regarding the parking structure location and suggested that this group make a recommendation regarding the location rather than wait for the County to make a decision.

Frank stated he felt discouraged because not all studies were being considered, nor were all players at the table. Frank recommended a subgroup be formed that can put all the necessary facts together and provide options for the group, which would then allow the group to explore the options and make informed solutions together. He didn't feel anything would happen if the group waits 6-8 years to implement solutions. Larry endorses the idea that the DST group make a recommendation on a location that can happen within a reasonable time frame, not 8-10 years. Peter agreed this would be the perfect opportunity to make a recommendation regarding the County's parking structure location since the County is at the discussion table.

Peter asked that the group vote on recommendations and as a group come to a consensus.

Don reiterated the conversations with the County thus far and stated that the County was in agreement with the recommendations outlined in the plan and further informed that the County stated they needed 750 spaces. From sub-meetings with the County, it appeared that if parking was going to be built quickly it was going to be built where the modulars currently reside.

Larry agrees that the recommendations related to policy are headed in the right direction.

Debbi identified some criteria that need to be considered, for example:

- Implementation to occur within the next few years (not 8 or 9 years);
- Must include certain number of parking spaces;
- Located closer to the downtown core;
- Potential for other development;

These criteria can then be used to rank the 3 different sites mentioned: Site with the portables (pro: portables will be moved within a few years); Police station site; Lot 8 site (con: potential for development); and list each of their pros and cons.

Doug suggested that the financial impact also be factored into the evaluation process.

Sal noted that a dilemma is arising between making a parking structure and open space. But a healthy downtown needs both. Sal suggested the team "marry" the decisions in terms of customer and employee parking by inviting SVMH to hold a special training to employees regarding exercising and getting/staying healthy.

Larry raised the question about an issue that has been in the press regarding the County being in negotiations to acquire the old Capital One building and the presumption that if the County acquires the building, they will put people in it. What does that mean for downtown? He was under the impression the County was a partner with the understanding that what is here (in downtown) was staying and what isn't here (elections dept), was coming back.

Don shared a conversation he had with Benny Young, in which Benny assured him that contrary to rumors, the County is not in escrow and they don't plan on moving an entire community to an industrial area.

Debbie commented that the parking recommendations were good, but they weren't going to be easy:

- We DO need a parking management district, and we DO need a parking enterprise fund, which means that money that is received from parking goes to parking. This is going to be tough without knowing what the revenues are/will be;
- Providing the right amount of parking means not too much and not putting it on the backs of development;
- Need cheap parking for employees in garages and more expensive parking for shoppers on the streets. In order to get the parking spaces to turn over it needs to be "paid"
- All the parking should be "paid" otherwise there will never be enough parking because it's free and free things don't get taken care of by the marketplace. It doesn't have to be expensive, but more expensive than what is available at the garage.