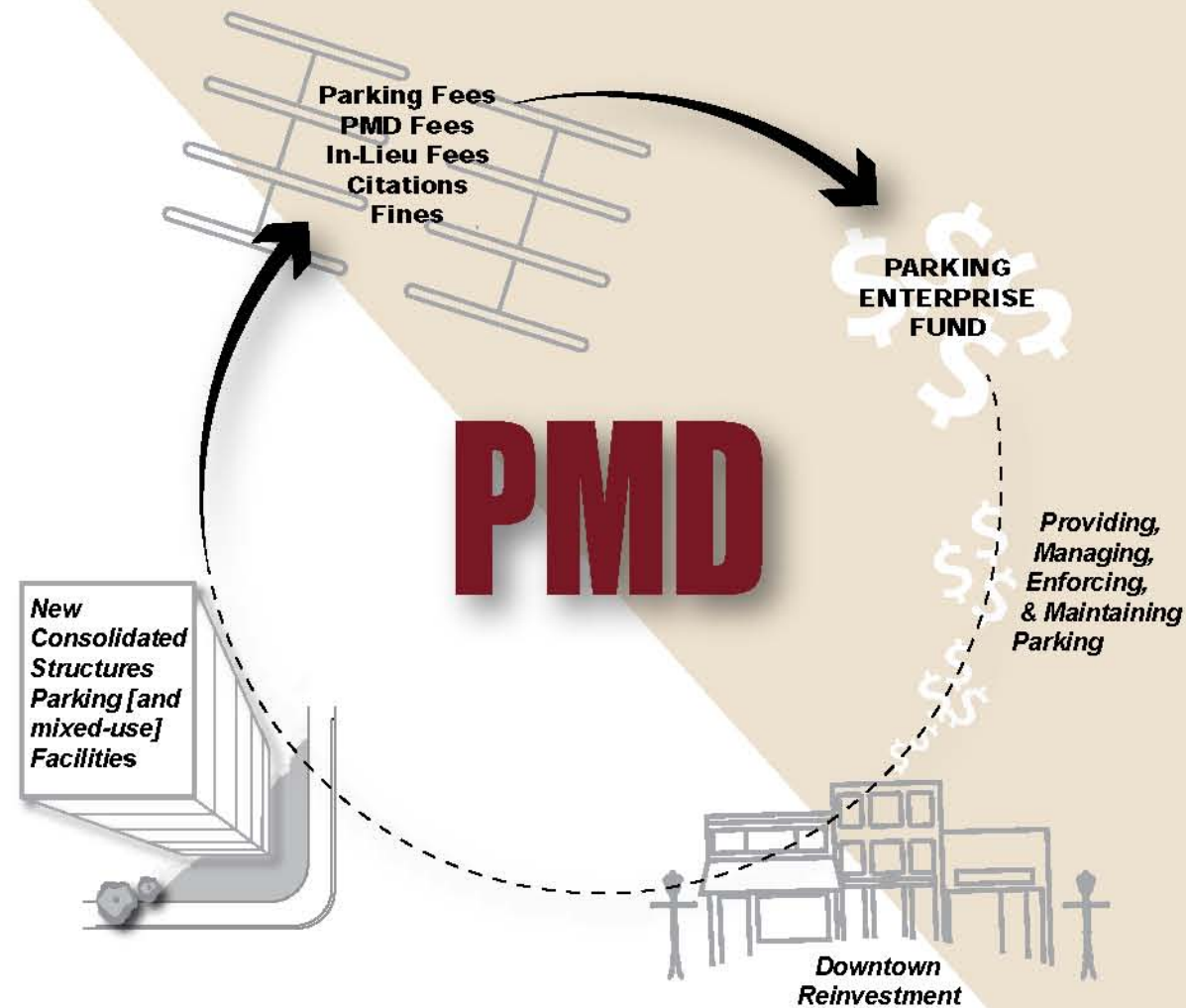


6.3 FINANCING, MANAGEMENT, AND OVERSIGHT DISTRICTS

Establishment of a Parking Management District

- 1 Work with the City Public Works department to consolidate existing parking management and enforcement activities into one single Parking Management District (PMD).
- 2 Establish a Parking Oversight Committee to provide guidance to the district
- 3 Establish a Parking Enterprise Fund so all parking revenues (parking management district fees, fines, parking fees, in-lieu fees, etc.) can be used to reinvest in downtown.



Once the PMD is Established;

- 4 Develop reinvestment plan for Enterprise Fund funds
- 5 Continue (continuously updating) the Park + Model for downtown Salinas and determine parking supply

How much parking should be provided, when is it needed, where to provide the parking in order to provide optimal benefit?

Work with the City of Salinas to . .

- 6 Modify Zoning Code to allow shared parking for properties located within a reasonable walking distance (600 ft) from a parking facility
- 7 Implement parking in-lieu payment program already included in the City zoning code
 - A. Expand the program to cover a broader area of downtown
 - B. Publish in-lieu fees to facilitate better use of the program
- 8 Establish Neighborhood Parking Zones
 - Implement parking permits in neighborhoods within walking distance of the downtown core that have limited parking capacity
- 9 Implement paid parking
 - A. Establish parking rates (may require modification to the Zoning code)
 - Publish a list of new parking rates
 - Adjust rates over time to reflect parking demand
 - B. Implement paid parking for on-street and off-street parking

Work with the Salinas Police Department to . .

- 10 Increase enforcement and education
 - Provide a consistent enforcement presence
 - Notify shop owners and their employees of the increased enforcement

Work with downtown business owners to . .

- 11 Implement incentives to reduce parking demand and automobile trips for customers and employees

Incentives can include:

- Reduce cost for employees who rideshare
- Preferential parking locations for carpool/vanpool vehicles
- Secure bicycle parking facilities
- Shower facilities for those who bike and/or walk to work
- Subsidized transit passes

Work with the City of Salinas, downtown business owners, and private developers to . .

- 12 Build structured parking
 - A. Identify locations, prepare designs for parking structures, develop plans for unused surface parking lot(s)
 - B. Construct parking structure(s)
 - C. Redevelop unused site(s)

Establishment of Financing Districts and Review Boards

- 1** Establish a stakeholder team and work with downtown property owners and government agencies to vote and establish a **Community Benefit District (CBD)** to assist in making improvements to downtown.
 - A.** Partner with the Oldtown Salinas Association
 - B.** Expand the Ambassador Program
 - C.** Establish Design Guidelines and Sign Plan
- 2** Establish an **Arts Oversight Committee**
Adopt policies for the placement and maintenance of permanent and revolving public art in downtown
- 3** Establish a downtown **Historic Resources District**
- 4** Establish an **Enhanced Infrastructure District**
re-establish tax increment financing within downtown



Revenues from taxes are allocated to deliver general benefit services within the public right of way. These services are normally distributed from “curb to curb”. A CBD offers the opportunity for additional special benefits that extend from “curb to property line”. It is this section of the public right of way that has the ability to shape a district and its visitors’ experience.

Once Districts and Boards are Established; Work with the City of Salinas to . .

- 5** Complete “Fast Track” items
 - Install new bike trail signage
 - Apply for the TAMC Bicycle Protection Program
 - Acquire right-of-way for the Lincoln Avenue Extension and finalize the design of Lincoln Avenue improvements
 - Install and maintain new trash and recycle bins
 - Install festoon lighting
 - A.** Start on Main Street
 - B.** Identify new areas for additional lighting
 - C.** Work to light up all trees and public right of way
 - Plant and maintain new street vegetation
 - Paint and repair planters on Main Street and Salinas Street
 - Install way-finding and information signs, historic markers/ plaques, and directional kiosks
 - Increase private security presence
 - A.** Hire permanent private security officers for downtown
 - B.** Establish community based policing

- Install and maintain public restrooms in parking facilities
* Part of City Capital Improvement Program
- 6** Plan for capital intensive improvements
 - Develop a plan and implementation program for active enhancements to Main Street
 - Develop a plan and implementation program for a small outdoor music venue (Fine Arts Park)
 - A.** Establish design and programing for the facility
 - B.** Attract musicians
 - Develop a plan and implementation program for Bataan Park, pedestrian access to Chinatown and the National Steinbeck Center enhancements
 - Develop a plan and implementation program for midblock walkways and alleyways
 - A.** Identify locations
 - B.** Prepare designs including art installations
 - C.** Assist adjoining businesses to develop second storefronts and sidewalk dining spaces

- Develop a plan and implementation program for new pocket parks
 - A.** Develop an action plan and identify alternatives for current surface parking
ex. Heritage Plaza and “Cork-yard”
 - B.** Design
- 7** Adopt local merchant strategies to attract more business
- 8** Preserve structures and/or facades with historical significance
- 9** Develop and perform panhandling awareness training
- 10** Implement new special events and activities
ex. Founder’s Day
- 11** Encourage and facilitate the implementation of sidewalk dining areas for their establishment

Work with downtown business owners to . .

Work with Monterey-Salinas Transit to . .

- 12** Restore downtown Salinas Shuttle

Work with the Historic Resources Board, City of Salinas, downtown property owners, and local artists to . .

- 13** Install public art
 - A.** Identify locations for public art
 - B.** Interface with local artists to determine pieces for installation
 - C.** Install public art
 - D.** Generate revolving public art exhibits
- 14** Develop way finding and information signage program
 - A.** Develop unified design for signs, maps, and kiosks to be installed throughout downtown
 - B.** Install information and directional signs in parking and roadway facilities
 - C.** Install historic markers and plaques
 - D.** Install landmark gateway sign based on the Historic Salinas sign

6.4 CAPITAL PROJECTS AND STUDIES

ACTIONS	LEAD IMPLEMENTER(S)	SHORT TERM 2015 - 2016	MEDIUM TERM 2017 - 2020	LONG TERM 2020 - 2025
Multi-Modal Improvements				
Implement bicycle connection between downtown and Chinatown	<i>City of Salinas, Caltrans & Public Utilities Commission</i>	Identify funds, Study & design the best option for providing a connection using North Main or Soledad Street	Widen the grade separation at North Main Street and tracks. Implement improvements and secure funding for construction	
Convert Main, Monterey and Salinas Streets from one-ways to two-way operation	<i>City of Salinas Public Works</i>	Secure Caltrans concurrence and relinquishment of State Highway to the City, Design improvements, & Secure construction funding	Construct improvements (includes signs, striping, pavement overlay and signal reconfiguration)	
Complete multi-modal street improvements on Alisal Street and Lincoln Avenue	<i>City of Salinas Public Works</i>	Design improvements & Secure construction funding <i>* funding for design has been secured</i>	Construct improvements (includes signs, striping, pavement overlay and signal reconfiguration)	
Retime traffic signals	<i>City of Salinas Public Works</i>	Feasibility phase	Collect data & Retime traffic signals	
Add countdown pedestrian signal heads and modify signals to include early pedestrian indications	<i>City of Salinas</i>	Secure Funding	Construct with other projects or as funding becomes available	
Implement bicycle facility improvements	<i>City of Salinas Public Works</i>	Update Active Transportation Plan to include Vibrancy Plan changes. Install new bike trail signage	Begin design & Construct bicycle improvements with roadway changes (as streets are repaved, implement bicycle striping and marking changes)	
Install pedestrian refuge islands, curb pop-outs (specifically at Alisal Street at Cayuga Street and	<i>City of Salinas</i>	Design as part of Alisal and Salinas Streets roadway projects	Construct with roadway projects	
Public Transportation				
Initiate the phased construction of the Intermodal Transportation Center (ITC)	<i>TAMC</i>	<i>*Design is underway</i> Finalize Marina and Salinas corridor design & ROW acquisition	Construct with Capital Corridor Extension project	
Extend Lincoln Avenue	<i>TAMC</i>	<i>* Design is underway</i> Complete Design & Acquisition	Construct with Capital Corridor Extension project	
Implement Rail Transit Service from the ITC to San Jose and other northern California cities	<i>TAMC & MST</i>	<i>*Study is underway</i> Complete Study	Implement Passenger Rail Service	
Implement Bus Rapid Transit Service between the cities of Salinas and Marina	<i>TAMC & MST</i>	<i>*Study is underway</i> Complete Study	Implement BRT	

Mobility Improvements

Improvements to enhance mobility in downtown Salinas can be funded through a variety of sources and the City of Salinas should actively pursue funding for these improvements.

- Regional Surface Transportation Program (RSTP) is administered by TAMC through a competitive grants process. The City has received funding for complete street improvement design for Alisal and Lincoln Streets. Additional funding for improvements to these and other streets could occur in future funding cycles.
- Transportation Development Act is administered by TAMC.
- Affordable Housing and Sustainable Communities funding is a new program that is administered by the state Strategic Growth Council. The City of Salinas has applied for funding to implement downtown street improvements.
- Active Transportation Program (ATP) is administered by the state, Caltrans, and targets improvements to bicycle and pedestrian facilities.
- State Transportation Improvement Program (STIP) is administered by Caltrans.
- Gas Tax Funding (Highway User Tax) is allocated to the City of Salinas. Typically, this fund is used for street repaving, but could be used to supplement the cost of street modifications.
- Traffic Impact Fees are collected by the City of Salinas from developers to pay for roadway improvements. These fees could be modified to pay for a portion of the downtown mobility improvements.
- Developer Improvements can be obtained through review of a project. Typically these improvements are limited to fronting improvements to streets and sidewalks or traffic impacts of the project.

Mobility improvements should be implemented as quickly as possible, but be phased to maintain adequate traffic flow and property access during construction.



SALINAS DOWNTOWN VIBRANCY PLAN

Other Downtown Infrastructure

Improvements to non-mobility infrastructure will be funded from different sources, including new sources identified in the Vibrancy Plan. As mentioned previously a Parking Management Plan will be prepared that will identify how parking improvements will be funded. A Parking Enterprise Fund will be used to collect and disperse the funds to pay for infrastructure. The following sources of parking revenue will be collected:

- Parking fees collected from structures, surface lots and future parking meters
- Monthly parking passes collected from City owned parking lots or structures
- Parking fines collected
- Parking in-lieu fees paid by developments that do not provide all of their required parking

Funding for parks, streetscape improvements and other improvements could be funded by a variety of funding sources, including:

- Community Benefit District
- Enhanced Infrastructure District
- Parking Management Plan
- Development fronting improvements
- Various grants

ACTIONS	LEAD IMPLEMENTER(S)	SHORT TERM 2015 - 2016	MEDIUM TERM 2017 - 2020	LONG TERM 2020 - 2025
Downtown Improvements				
Complete activate enhancements on Main Street	<i>CBD</i>	Trim back trees, relocate some raised planters, & construct improvements to physically define sidewalk dining	Install public art, historic markers, & other special signage	Construct enhancements (seating, ornamental entries, lighting, etc.)
Construct New Small Outdoor Music Venue (<i>Fine Arts Park</i>)	<i>City of Salinas, property owners, and Arts Commission</i>	Identify location & Secure funding	Construct venue	
Construct Bataan Park, pedestrian access to Chinatown, and the National Steinbeck Center enhancements	<i>City of Salinas, National Steinbeck Center, Railroad Museum, First Mayors House foundation, and China Town Association</i>	City and affected organizations design park	Implement short term connections & seek funding	Construct park and reconfigure roadways
Construct midblock alleyway pedestrian connections between Lincoln Avenue and Salinas Street & between the Armory Building and the old	<i>City of Salinas</i>	Prepare designs	Complete short-term pedestrian enhancements	Construct improvements as part of development or parking lot modifications
Construct new pocket parks (<i>Heritage Plaza & "Cork-yard"</i>)	<i>City of Salinas</i>	Develop an action plan and identify alternatives for current surface parking demand.	Design	Construct enhancements as parking structures are developed and surface parking is not needed
Build consolidated government parking structure(s)	<i>City of Salinas and Monterey County</i>	Identify location (s), Prepare design(s), & Develop plans for unused surface parking lot(s).	Construct parking structure(s)	Redevelop unused site(s)
Build structured parking	<i>City of Salinas & PMD</i>	Identify location (s), Prepare design(s), & Develop plans for unused surface parking lot(s).	Construct parking structure(s)	Redevelop unused site(s)
Implement paid parking for on-street and off-street parking	<i>City of Salinas & PMD</i>	Identify busy parking structures and streets	Install meters and pay stations	
Restore downtown Salinas Shuttle Service	<i>MST</i>			
Develop way finding and information signage program	<i>City of Salinas & CBD</i>	Install information and directional signs in parking and roadway facilities	Install historic markers and plaques	Install landmark gateway sign based on the Historic Salinas sign
Complete "Fast Track" items	<i>City of Salinas & CBD</i>	See Chapter 4 for more information		