

Weekly Downtown Stakeholders Team (DST) Meeting April 2, 2014 - Meeting #18

April 22nd City Council Meeting

The Council will receive an update of the Vibrancy Plan at the April 22nd City Council meeting on work-to-date. The team is looking for suggestion in time for the new budget. Dave Sorenson from Kimley-Horn Associates (KHA) introduced "Destination Downtown", an 11x17 rough outline of the final plan. The draft includes gathering places, mobility and parking analysis. Peter Kasaavan raised the question of whether or not the team as a whole has come to an agreement on the proposals included in the plan.

Will there be a formalization process?

An implementation Plan matrix, which includes traffic and parking recommendations, has not yet been presented.

There needs to be a deeper discussion on land use.

Parking Districts exist, but are they working?

Sal Munoz shared with the group, downtown merchants' concerns that they fear this plan will sit on the shelf. Sal and Peter were in agreement that an implementation matrix with a specific timeline is needed.

Form Based Codes - revisited

Form Based Codes were revisited. Alan Stumpf commented that a lot of issues are already addressed under the Downtown Zoning Regulations. Also, rezoning public parking would require an environmental review. Don Reynolds stated that rather than looking at land use parcel by parcel, the issue is we may need to look at an area collectively. Investment would follow rezoning. However, area merchants would want to know why they can't park in front of their establishment. Even though the parking garage is currently not at capacity, this would change once the Taylor building is occupied and the Casino expanded. Although parking demand will change, there was a unanimous agreement that the historic aspect of the City should be maintained. Kimley-Horn concluded by stating a study on catalyst sites will be conducted.

Festoon Lights Presentation

Gary Peterson demonstrated the festoon lights being considered for downtown. A few property owners had committed to purchasing festoon lights in order to address the lack of lighting in the downtown area. After Public Works staff met with distributors to get a price for running festoon lights downtown, a problem was identified with the existing poles not being able to support the weight of the lights. The waterproof, plastic lights, which run 300-400 foot span would serve best if strung between existing light poles.

Salinas Sign

Jim Gattis asked the group for input on an idea. Robert Forrest had approached Jim about hanging a "Salinas" aluminum sign with LED lights (similar to the one on the upper-left-hand corner) from his building. Originally, the idea was to place it between 307 Main Street and the Dick Bruhn building. After some discussion, DST members agreed it would be a great idea if it was located more at the entrance to downtown, to serve as a gateway to the city's downtown.

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
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For more information visit: <http://www.ci.salinas.ca.us/services/downtownvibrancy.cfm>

Or Join the conversation on Facebook at: <https://www.facebook.com/SalinasDowntownVibrancy>