Main Street Master Plan Background
Salinas Downtown Vibrancy Plan

- Adopted in 2015
- Objective in City Council’s Strategic Plan
- Excellent Infrastructure
- Main Street is the first step in Implementation

4 Themes from the Downtown Vibrancy Plan
- Creating the Destination Downtown
- Managing Parking Resources
- Building the Heart of Salinas
- Stimulating Development Activity
Main Street Master Plan Background

Stakeholder Team

- 24-26 Community Members
- Met 25 times between September 2013 and March 2015
- Interest Group Meetings
- 3 Community Meetings
- 3 City Council Presentations
Main Street Master Plan Background
Direction Based on Feedback
# Main Street Master Plan Background

## Vibrancy in Review

1. **RECONNECTING**  
   Destination Salinas

2. **PARKING**  
   Managing Parking Resources

3. **SENSE OF PLACE**  
   Building the Heart of Salinas

4. **CATALYST ACTIVITY**  
   Stimulating Development

5. **IMPLEMENTATION**  
   Policies and CIP
Main Street Master Plan Background
Other On-going Downtown Vibrancy Projects

- Parking Enforcement (November 2016)
- Target Housing Market Analysis (July 2017)
- Parking Plan (April 2018)
- Update Parking Permit Fees (November 2018)
- Establish a Downtown Parking Management District Oversight Committee (July 2018)
- Alisal Street Corridor Project (Fall 2018 Construction)
- Main Street Improvements Project (Fall 2018 Construction)
Main Street Master Plan Development Process

• The Downtown Vibrancy Plan is the basis for Plan Development
• 3 public workshops were held to engage the community and help shape the plan
• Key components from public workshops were incorporated in Master Plan
Main Street Master Plan Recommendations

- Safety and Security
- Outdoor Lighting
- Design Aesthetics
- Implementation and Construction
- Grading, Drainage and ADA Compliance
- Utilities
Main Street Master Plan Recommendations
Signage, Wayfinding & Identity

- Main Street Gateway Arches at Entrances
- Kiosks on Main Street
- Regional Bicycle & Pedestrian Wayfinding Signs
- Banners on Light Poles
- Historic Markers and Plaques
Main Street Master Plan
Traffic and Transportation

- Two-Way Traffic Conversion
- Pedestrian-Friendly Environment
- Bicycle Mobility
- Intersections Operations
- Blended Angled and Parallel Parking
2.2 Revised Circulation Patterns

As depicted in Figure 2-2, big changes to circulation patterns are recommended in this plan to increase downtown vibrancy. All of Main Street will become two-way travel which will increase visibility to businesses and eliminate out-of-direction travel. Most of Salinas Street and Monterey Street will also be converted to two-way traffic, which will improve access to downtown and reduce vehicular speeds. Alisal Street will be re-purposed by converting one of the automobile travel lanes into bicycle lanes, resulting in a narrower, slower roadway that is more in character with surrounding uses. Howard Street will be converted to one-way traffic, enabling Church Street to be closed to vehicular traffic between Howard and Salinas Street. These changes will emphasize downtown as a destination, a place where streets are shared by vehicles, bicyclists, transit, and pedestrians. Pedestrian travel will be emphasized and encouraged as the primary means of travel in downtown. For the same reason, bicycle travel to and within the downtown area will also be enhanced. This includes Class II bikeways (bike lanes) and Class III bikeways (bike routes). As these streets are reconfigured, traffic signal timings will also be modified and optimized to accommodate flows into and out of downtown Salinas. This will require coordination and cooperation with the California Department of Transportation (Caltrans), which operates all signals on state routes. The City of Salinas may benefit from taking over ownership and control of Caltrans-operated signals and routes to allow for greater flexibility in implementing improvements to streets and intersections in downtown. The next few pages describe circulation pattern changes in more detail.

The revised circulation plan emphasizes downtown as the destination. Depicted in Figure 2-2 are the mid-block travel lanes and direction of travel on downtown streets.
Main Street Master Plan
Community Feedback

Since the Main Street Master Plan was developed City Staff collected community feedback through:

• Community Meeting (9/21)
• Downtown door-to-door Survey
• Project Webpage
Main Street Master Plan
Community Feedback

Survey Findings

![Average Support of Plan Features](image)

Street Orientation

![Street Orientation](image)
Main Street Master Plan
Moving Forward

Master Plan Development → Commission Recommends Approval or Master Plan → Council Approves Master Plan And Project Funding

Finalize Design and Prepare Construction Documents → Bid for Construction → Go to Construction (Fall 2018)

Community Engagement
Main Street Master Plan
Project Funding

Requesting

$1.1M
• Final Design
• Engineering
• Construction Support
• Administration

Next Phase

$12.0M
• Estimated Construction Cost

Measure X
Main Street Master Plan
Next Steps for Downtown

Church Street
Conversion to one-way operation and additional parking. Street closure and creation of pedestrian promenade in the long term.

Lincoln Avenue
Street realignment with bike lanes and direct pedestrian connections.

Salinas Street & Monterey Street
Removal of one-way couplet and conversion to two-way operation on both streets.

Lincoln Avenue Extension
Street realignment and extension.

North Main Street
Implementation of bike lanes in each direction.

Main Street
Conversion to two-way operation and switched parallel and angled parking.

Market Street (SR 183)
Street undergrounding and creation of pedestrian promenade in the long term.

Alicia Street
Road diet with bike lanes in both directions.
Downtown Vibrancy
Main Street Master Plan

Questions