MAIN STREET STREETSCAPE

Don Reynolds, Acting Director
Salinas Public Works

April 4, 2018
• Open House
• Speakers
  • Mayor
  • Councilmember McShane
  • Introduction
  • Marco LiMandri, ED of Little Italy
• Workshop- Construction Logistics
  • 60% Design Status
  • Construction Principals and Communication Plans
Background

- Response to Sizable Downtown Investment
- Vibrancy Plan 2013-2014
- Salinas City Center Improvement District
- Implementing the Vibrancy Plan
  - Housing Market Study
  - Street Improvements
  - Main Street Master Plan (Fall of 2017)
Focus
Embracing Change

- Clean, Refreshed
- “Plug and Play”
- Incremental Growth
- Building the Heart
Introducing Marco Li Mandri

- Formed 76 different Downtown Improvement Associations
- Works in Several now in both North and Southern CA
- Little Italy: Executive Director
Salinas Main Streetscape
Open House and Workshop
April 4, 2018

Presented by Marco Li Mandri
President | New City America, Inc.
Retail Space Per Capita, May 2016
Wall St. Journal April 21, 2016

Square feet of Retail Space Per Person

<table>
<thead>
<tr>
<th>Country</th>
<th>Space Per Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>24</td>
</tr>
<tr>
<td>Canada</td>
<td>15</td>
</tr>
<tr>
<td>Australia</td>
<td>10</td>
</tr>
<tr>
<td>U.K</td>
<td>5</td>
</tr>
</tbody>
</table>

E-Commerce is now estimated to be close to 20% of total mall sales
Historical Salinas
Historical Salinas

The 300 block of Main Street is seen here in 1950. Bob Hope and Lucille Ball are featured at the El Rey Theatre.
Historical Salinas
Downtown Salinas
Downtown Salinas
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Downtown Salinas
Downtown Salinas
Downtown Salinas
In 21st century, office buildings are becoming increasingly obsolete in Downtowns and are being replaced by market rate housing, hotels, public spaces, and specialty retail.
Town Center
Town Center

San Jose | Santana Row
Town Center

San Jose | Santana Row
Town Center

Healdsburg, Ca.
Town Center

Healdsburg, Ca.
Town Center
Healdsburg, Ca.
Town Center

Healdsburg, Ca.
Town Center

Redwood, Ca.
Town Center

Redwood, Ca.
Town Center

Redwood, Ca.
Town Center

Chicago | Magnificent Mile
Town Center

Chicago | Magnificent Mile
Town Center

Chicago | Magnificent Mile
Town Center

New York | Madison Park
Town Center

New York | Madison Park
Town Center

New York | Madison Park
Public Spaces

Piazza Famiglia
Public Spaces

Piazza Famiglia
Public Spaces

Piazza Pescatore
Public Spaces

Piazza Pescatore
Public Spaces

Piazza Pescatore
Public Spaces

Piazza Famiglia - Before
Public Spaces

Piazza Famiglia
Public Spaces

Piazza Famiglia
Public Spaces

Piazza Famiglia
Public Spaces

Piazza Famiglia
Public Spaces

Piazza Famiglia
Public Spaces

Piazza Famiglia
Public Spaces

Piazza Famiglia
Public Spaces

Piazza Famiglia
Piazza Basilone
Piazza Basilone
Piazza Basilone
Piazza Basilone
Piazza Basilone
Christmas - Little Italy
Christmas - Little Italy
Landmark Signs
Landmark Signs
Landmark Signs
Landmark Signs
Landmark Signs

[Image of a street with a sign reading "NORTH PARK"]
Landmark Signs
Landmark Signs
Streets

San Diego | Little Italy
Streets

San Diego | Gaslamp
Streets

San Diego | Gaslamp
Streets

San Diego | Gaslamp
Streets

San Diego | Gaslamp
Streets

Oakland | Rockridge
Streets

Oakland | Rockridge
Streets

New York | Mulberry Street
Streets

New York | Mulberry Street
Streets

New York | Mulberry Street
Streets

New York | Bleeker Street
Streets

New York | Bleeker Street
Salinas | Design Plans
Salinas | Design Plans
Salinas | Design Plans
Salinas | Design Plans
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“...if you want to see the heart of a city, visit its downtown.”
- Ray Corpuz, City Manager
If you would like to read more information and client satisfaction letters about New City America, Inc., please visit www.NewCityAmerica.com

Thank you for your time.
Main Street Design

April 4, 2018
Timeline
Main Street Improvement – Sketch-up Model
Intersection Treatment
Theme Column Inspirations
Intersection – with enhanced paving
Intersection – viewed at pedestrian level
Mid-block Plaza
Main Street Master Plan

FINAL DRAFT
AUGUST 2017

"If you want to see the heart of a city, visit its downtown.

- Ray Corpuz, City Manager"
Between Intersection and Plaza
Overview of Mid-block Plaza (per 60% plans)
Overview of Mid-block Plaza – Tables removed
Overview of Mid-block Plaza – with Raised Plazas
Overview of Mid-block Plaza – Outdoor Room Concept
Mid-block Plaza – viewed from Pedestrian Connection
Pedestrian Connection – looking toward Mid-block Plaza
Opportunities for Art
PUBLIC ART

LOCATIONS AND OPPORTUNITY AREAS

INSPIRATIONAL IMAGERY

CARMEL ARTS & DESIGN DISTRICT

[Images of public art installations and street scenes]
STREET TREES

PROPOSED LOCATIONS

PROPOSED STREET TREE
Calyx Pear (Pyrus calycula)

PROPOSED ORNAMENTAL TREE
Western Redbud (Cercis occidentalis)

PROPOSED LARGE ACCENT TREE
Chinese Plum Tree (Prunus mume)
LIGHTING

LOCATIONS AND OPPORTUNITY AREAS

PROPOSED TYPES
Entry Sign Inspiration
Identity Sign and Art Opportunities
MAIN STREET STREETSCAPE PROJECT

CONSTRUCTION SCHEDULE & STRATEGIES

Andrew Easterling, Traffic Engineer
Public Works
April 4, 2018
What is the Construction Schedule?

1. Develop Vibrancy Plan (Adopted 2015)
2. Develop Main Street Master Plan (Adopted 2017)
3. Prepare Construction Documents (PS&E) (In Progress 60%)
4. Bid Design Hire Contractor (Fall 2018)
5. Establish Construction Schedule (Coming Soon)
Guiding Principles

- Implement Business Friendly Construction Techniques
- Focus on Project Delivery
- Responsible Management of Project Resources
1. Provide weekly construction updates
Business Friendly Construction

2. Let customers know that businesses are open
3. Avoid heavy construction during peak holiday shopping times
Business Friendly Construction

4. Keep traffic open whenever possible
5. Replace lost parking
Business Friendly Construction

6. Maintain business access during business hours
Business Friendly Construction

7. Maintaining lighting throughout the project
8. Provide a contact person from the City and Contractor

For more information, contact Andrew Easterling at andrew.e@ci.salinas.ca.us or (831) 758-7241.
Business Friendly Suggestions

Small Group Discussion
Small Group Discussions

8 Guiding Principals for Business Friendly Construction:

1) Provide Weekly Construction Updates
2) Let the customers know businesses are open
3) Avoid heavy construction during peak holiday shopping times
4) Keep traffic open whenever possible
5) Replace lost free parking
6) Maintain business access during business hours
7) Maintaining lighting throughout the project
8) Provide a contact person from the City and Contractor
Small Group Discussions

What would you change or recommend?
Topics for Next Meeting

- Construction Considerations
- Independent Contract Manager
- Work Area and Duration of Construction
- Construction Schedule and Contractor Flexibility
Downtown Vibrancy Plan
Main Street Streetscape Project

Project Implementation Information Request

The Main Street Streetscape Project is advancing towards construction. The City seeks input from the downtown merchants and business owners to be informed of the important times and operational needs that are vital to your business. The information provided will be critical in developing a framework for better-informed sequencing and staging of construction activities in a reasonable effort to minimize disruptions during times most important to the downtown community. Your input is greatly appreciated.

Name

Business Name and Address

Preferred Contact Information (phone/email)

Important Hours of Operation:

(please include business hours, times staffed, delivery information or any other relevant details)

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Important Months, Seasons and Dates:

Please provide any additional information, comments, or notes that may be important to consider for planning construction (for example, do you have multiple entrances or do you have outside furniture?):---

Public Works strives to deliver a project to make Downtown Salinas a destination. We cannot do this without community-based input and we greatly appreciate your feedback. THANK YOU!

Completed forms can be returned to:
Public Works Department
Attn: Andrew Estrella
200 Lincoln Ave
Salinas, CA 93901

Fax: (831) 751-7196
Email: andrew@ci.salinas.ca.us