Catalyst Sites

Six (6) opportunity sites were identified and discussed extensively. DST Members broke into small groups to brainstorm on possible changes that might lead to revitalization. Following are a small sample of ideas:

1. Bataan Park & Monterey Street
   - Add a waterfall-like amenity & integrate symbols representative of Salinas (big lettuce sculpture) that would serve as a visual gateway to Downtown travellers from North Main Street

2. City/County Government Center (Alisal St)
   - Close Church Street and create one Government Center/Plaza
   - Change county properties into mixed use with retail/residential and offer to government employees first
   - New parking structure north of the Courts or behind the post office

3. Monterey Street between Market and Alisal
   - Create a pedestrian “Cork-Yard” around the cork-trees in the parking lot including commercial development on Monterey Street frontage
   - Turn the parking lot on Monterey/Alisal into a park or activity center for children, musicians/artists

4. Intermodal Transportation Center
   - Turn Bataan Park into a destination – a Gateway into a Historical District
   - Install a pedestrian crossing off Market and Main
   - Re-route Market St to below grade so Bataan Park can become a Plaza & an actual part of Downtown

5. Historic Downtown – Main Street Corridor
   - Return Main Street to a 2-way street in order to spread the activity that is only occurring on the 100 block
   - Change Dick Bruhn’s into a mixed used (retail/residential)
   - Create unique City characters in a meaningful and substantial manner (Steinbeck’s inspired books)

6. Salinas Street between Gabilan and Howard
   - Repurpose the old armory building into an “Adrenaline Zone” for public use
   - Sell/Buy the Greyhound Bus Station building for development.
In order to create excitement and listen to other downtown stakeholders (merchants, students, property owners, shoppers and government employees) Kimley-Horn and Farmhouse Communications worked to promote the Holiday Café which was held on December 18, 2013 at the Steinbeck Center and drew over 90 attendees.

**At the Holiday Café**

Attendees were presented with four questions (listed below). Participants were seated at round tables and allotted 20 minutes to tackle a question. A scribe captured the information. Once the 20 minutes were up, participants were asked to move to a different table and with other participants they had not yet met. Once introductions were made, the group tackled the next question. The answers to each question were gathered and interpreted into a “word cloud”, which is a visual representation of the information collected that allows for a quick interpretation of the highlights and priorities of each question. The more times a single word is used, the larger it appears in the graphic. See below for a summary of the information attained at the community meeting. A complete summary is available in a report titled Downtown Vibrancy Plan – Holiday Café Data Report and Analysis.

1. **What is it you most like about Downtown Salinas**

   ![Image of word cloud for question 1](image1)

2. **What are the 5 things you would change?**

   ![Image of word cloud for question 2](image2)

3. **What is your vision for the future?**

   ![Image of word cloud for question 3](image3)

4. **What themes / patterns run through the information that has been generated?**

   ![Image of word cloud for question 4](image4)
Traffic Circulation Concepts

Dave from Kimley-Horn and Associates (KHA), presented the group with alternative circulation options at four (4) locations aimed at improving traffic flow. Concepts were prepared based on the recent traffic studies conducted by KHA that looked at existing and future growth conditions as well as specific intersection analysis. Following is a summary of the current traffic circulation conditions and the alternative options presented for discussion:

**Main Street (Gabilan to San Luis)** is a 1-way street with angled parking on both sides.

- **Alternative A:** Convert to 2-way travel lane (including bike route) with parallel parking on both sides.
- **Alternative B:** Convert to 2-way travel lane (including bike route) with parallel parking on one side, and angled parking including tree planters on the opposite side.

**Salinas Street (Gabilan to San Luis)** is a 1-way street with 3 SB-travel lanes and parallel parking on both sides.

- **Alternative A:** Maintain 1-way and parallel parking, but reduce to 2 travel lanes and add a Bike Lane.
- **Alternative B:** Convert to 2-way and add a center turning lane.

**Monterey Street (San Luis to Market)** is a 1-way street with 3 NB-travel lanes and parallel parking on both sides.

- **Alternative A:** Maintain 1-way and parallel parking, but reduce to 2 travel lanes & add a Bike Lane.
- **Alternative B:** Convert to 2-way and add a center turning lane.

**Alisal Street** is a 2-way street with 2 WB- and 2 EB-travel lanes and parallel parking on both sides.

- Reduce to 1 travel lane each way and add a center turning lane, and a bike lane on each side.
- Also, at Cayuga Street, include a raised median island to assist pedestrian crossings.

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“Parking is abundant (parking lots, parking garage), but there is no incentive to use them.”

“Why can't our downtown be the region’s downtown?”

“The parking garage is more expensive than on-street parking and the parking lots do not feel safe.”
Downtown is changing! These changes are most evident in the development of the corporate headquarters of Taylor Fresh Foods, and the transformation of the Train Station into an Intermodal Transportation Center that consolidates transit services.

It is also important to understand that over time many changes have occurred in downtown that have had a significant cumulative impact including the development of the National Steinbeck Center, the Monterey Street Parking Garage, Bankers Casino, the County Government Campus and Maya Cinemas.

In response to these changes the City of Salinas, in coordination with the County and other downtown stakeholders, has begun the process of developing a Downtown Vibrancy Plan. The purpose of this plan is to look at how best to transform the downtown city-core to create a cohesive environment built for pedestrians, bicycles and multimodal transportation and then automobiles. This will be accomplished by revitalizing and modernizing downtown infrastructure, adjusting traffic flow and improving amenities. The final plan is also expected to include updated parking and street layout scenarios while identifying key development sites that when developed will result in significant improvements to the business and economic climate in downtown Salinas.

Food for Thought from DST Members:

- Why can’t parking lots be sold for development?
- What do we do with two empty theaters?
- Why can’t our downtown be the region’s downtown
- Can we pursue encouraging retail on 1st floor of new parking structures?
- Is on-street parking needed everywhere?
- Do we need a façade program to return to Authenticity?
- Can incentives be provided to private developers?