

# Salinas Downtown Vibrancy Plan

## Plan Outline

1. Executive Summary
2. Current Conditions – Draft April 2
3. Engaging the Public (Outreach Efforts) – Draft April 2
  - a. Downtown Stakeholder Team
  - b. Community Workshops
  - c. Electronic Surveys and Facebook
  - d. Business and Property Owner Meetings
  - e. Other Outreach
  - f. Creating Opportunities for Volunteers to Help Implement the Plan
  - g. Maintaining Momentum
4. Destination Downtown (Mobility)- Draft April 2
  - a. Rethinking Vehicular Circulation Patterns
  - b. Encouraging Bicycle Travel to Downtown
    - i. One-way to two-way conversions
    - ii. Alisal Traffic Calming
  - c. Providing Convenient Pedestrian Connections
    - i. Midblock Connections
    - ii. Access to Transit
    - iii. Connection to Chinatown
  - d. Maximizing the Use of Transit Investments
    - i. Existing Service – Transit Center
    - ii. Multimodal Corridor
    - iii. Intermodal Transportation Center
5. Gathering Places – Draft April 9
  - a. Downtown Salinas - The Place Where Significant Events Occur
  - b. Bataan Park
  - c. Pocket Plazas
  - d. Alleyways and connections
  - e. Streetscape
  - f. Using Art to Connect Places of Interest
6. Managing Parking Resources – Draft April 16
  - a. Creating Developable Parcels on Some Government Owned Parking Lots
  - b. Iteratively Assessing Parking as Changes Occur
  - c. Managing Parking Use by Charging for Its Use
  - d. Constructing the Right Amount of Parking in the Proper Location
7. Stimulating Development Activity – Draft April 16
  - a. Catalyst Sites and Concepts for Redevelopment
  - b. Streamlining the Development Process Downtown
  - c. General Plan Economic Development Element Interface
8. Implementation Strategy – Draft April 23
  - a. Costs
  - b. Implementation Strategy
    - i. Completed
    - ii. Immediate
    - iii. Short Term
    - iv. Mid Term
    - v. Long Term