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