Minutes
Mayor's Ad-Hoc Committee
on Downtown Planning
City of Monterey
Monday, October 4, 2010

Attendees from the Committee included:

Dan Albert, Sr.    Vince Balestreri    Mayor Chuck Della Sala
Portola Asst. Manager    Peter Coniglio    Vice-Mayor Frank Sollecito
Anthony Davi, Sr.    Jim Hekkers    Jerry Anderson
Rick Johnson    Mike Marotta, Jr.    Bryan James
John Narigi    Carl Outzen    David Bouquillon
Hansen Reed    Doug Wiele    Michael Dawson
Julie Work Beck    Mike Zimmerman    John Crivello
Mary Alice Fettis    Libby Downey    Bob Massaro

1. The Committee developed the following key elements that should be included in the Downtown Specific Plan:

- **The Big Picture – Create an Exciting Destination that Combines Inviting and Safe Public Spaces with Vibrant Experiences that Attract Visitors and Locals Alike**
  - Create an environment downtown, taking into account public spaces, the retail mix, and programming, that encourages adults to “hang out”, shop and spend money.
  - Consider the Santana Row experience as an example. People want to go there, and it combines great public spaces with an interesting mix of shops, restaurants and entertainment.
  - Provide a clean, safe, authentic Downtown.
  - A great public environment attracts tenants, and strong retail attracts people. The public spaces and tenant mix are interrelated and need to support each other.
  - Make it real, and local to Monterey.

- **Pedestrian Environment**
  - Provide outside seating for restaurants and public gathering places.
  - Create an inviting and safe pedestrian friendly environment: wide sidewalks, street trees, site furnishings, good lighting, and pedestrian gathering spaces.
  - Provide safe and inviting pedestrian access between Downtown, Custom House Plaza, Fisherman’s Wharf and the Recreation Trail.
  - Have consistent way-finding/pedestrian signage.
  - Maintain Downtown over the long-term: clean sidewalks, litter control etc.
  - Provide strong pedestrian links to historic sites and resources.
  - Highlight architectural façade detailing through color.

- **Transportation and Parking**
  - Consider relocating the transit hub.
  - Evaluate where employees and residents park.
  - Consider the relationship and connections between Downtown and other parts of the City.
  - Consider “flexible” street design that allows conversion of auto space (such as parking) to pedestrian space.
  - Consider various street configurations (street width, parking/no parking, variation in design along the street length, etc.) as part of the traffic and parking study.
• Consider consolidation and other ways to maximize side street and private parking.

❯ **Programming**
  • Create experiences/events so that tourists want to spend the night or extend their stay.
  • Take control of Custom House Plaza programming to support overall Downtown goals and health of local businesses.
  • Consider Friday afternoon concerts for employees.
  • Program multiple public places throughout Downtown.

❯ **Land Use / Tenant Mix**
  • Incorporate market rate rental housing and condominium housing.
  • Have a leasing strategy to achieve the appropriate tenant mix.
  • Identify and protect existing assets, such as MIIS.
  • Based on current tenant mix, there is a big difference between day users and night users of Downtown. Consider the current customer base and how that can be expanded/improved.
  • Provide incentives for the Jazz Festival to locate Downtown.
  • Downtown needs a bookstore.
  • In this economy retail leasing is tough. There is a lot of competition and retail is changing rapidly. It takes creativity. Have a flexible plan that can accommodate change.
  • Consider future use of the State Theater.
  • Consider a Cultural/Performing Arts Center located in Downtown (Alvarado and Bonifacio).
  • Incorporate Conference Center planning into the overall Downtown plan. Different Conference Center outcomes (relocation vs. expansion) will have different implications for the Downtown.
  • Consider alternative uses for Simoneau Plaza if the transit center relocates.

❯ **Regulatory/Implementation**
  • Consider incentives to encourage merging of small lots.
  • Build in flexibility for implementation.
  • Water supply and allocation policies need to support intensification of uses.
  • Consider incentives to encourage development of vacant/underdeveloped lots.
  • Look at zoning limitations, density/FAR etc. to support Specific Plan implementation.
  • Consider Implementation Phases and start with what can be done now. Phases may be determined by short, medium and long-term, or may be differentiated by removing impediments versus expansion and provision of new features.
  • Start with a small implementation project and build out from that.