ESSENCE OF DOWNTOWN

Broad Ideas
- A Destination
- A Cohesive Character or Theme that Becomes What Monterey is Known For
- A Place with Potential
- An Enjoyable Place to Feel Safe and Have Fun Day and Night
- To Be an Exciting Destination That Combines Inviting Safe Spaces with Vibrant Experiences that Attract Visitors and Locals
- A Gathering Place – Day and Night
- Happening buzz

Family Friendly
- Family Friendly Downtown (4)
- Family Friendly Entertainment Center
- Family Friendly Attractions
- Less bars
- Social hub

Don't Like
- Unappealing
- Failure. Nothing. No Place
- Finish building that burned out
- Empty buildings detract from essence
- The character of Monterey is not reflected in its downtown attractions for locals
- A place young people want to be, but feel unwelcomed by grumpy business owners
- Confused disjointed. Not leveraging its strengths. Tons of potential.
- Mixed-Up. Parts of Downtown draw me in such as occasional charm, the occasional sit down restaurant, fun old theaters, snacks and treats, and farmers market. On the other hand, it seems old, run down, lacking in classy shops and restaurants.
- Downtown needs full occupancy in the available space “no holes”
- Homeless
- Control homeless on sidewalks
- Street name change – Fremont, Munras, Alvarado
- Needs to be cleaner, look more well-kept
- Don’t like the smoking by restaurants that have outdoor seating
- A smile would go a long way
- DLI students create/define their own downtown when they should create a community and invite students into it

Historical
- Keep Historic Feel in Design Guidelines
- Cultural Events – Historical Promotion
- Historic District – Path of History to Adobe Walk/Garden
- Historical Character – Founding City of California; Fishing Industry
- Historic district adjacent to business district
- Historical
- Authentic adobes
- Identify of what we are about (history, wine, California artists)
- Historic district
- Adobes
- Polk Street makes me feel like I am walking in history
- Use historic buildings (Williamsburg)
- Ability to circulate through the gardens of the adobes
- Friendly Plaza, Polk Street, Larkin House, Pacific House
- Historic Tourism
- Historic waterfront, City Hall
- Bring activities back to the historic buildings
- Historical liveliness; promote adobes
- Unique adobes, wharf and history
- More local use of adobes in private hands
- Emphasize historic landmarks – pedestrian pathways, more maps and arrows, access to historic blgs
- Historic nostalgic, developing, planned
- Depth of history; original structures; Cannery Row; Wharf
- A place of historical significance with focus on modern needs
- The real history of Monterey is the sardine fishing industry
- Historical center
- I fell it is very historical/tourism

**Mixed Uses/Active Uses**
- Attractive transit oriented development
- Residential mixed use
- Historical and entertainment for locals and tourists
- Los Gatos style sidewalk cafes
- Multi-focal; integrated; stay a long time
- Attractive transit oriented development
- Grocery Store
- Market residential units. Historical buildings cleaned up and returned to original beauty
- Need more outdoor gathering areas to encourage coming to downtown to relax and browse and meet friends
- Cafes, bookstores, music venues
- Leisure, meeting place, entertainment
- Farmers Market
- Mixed use village containing all required business (hardware, grocery, drugstore, eatery)
- Balance of commercial uses – smooth out peaks and valleys of use
- Love the public events downtown (car shows, festivals, markets)
- Future – revitalization; attraction 24 hours; interesting pedestrian transitions, modernization, space/parking
- Street entertainment
- Entertainment
- Activity (people walking, outside cafes, food, shows, historic, civic city offices)
• Vibrant business district with multi-cultural character
• Dining/entertainment; vibrant for locals
• More places with character (Rosine’s; shopping to attract locals/visitors)
• Active, lively
• Unique coffee shops
• Shopping, dining and theaters
• Fun during the day and evening
• More quality retail stores and activities for tourists with children
• Place to eat; Place to worship
• Daytime – now retail, restaurant, business
• Close Alvarado Street to further marketing
• A place for food/restaurants
• Need more businesses that have character
• Great restaurants
• Grocery store open 7 days/late
• Destination book store
• Good pubs
• Family stores; family restaurants; historic sites; nice buildings

Favorite Places
• Old Bank Building; International Style on Alvarado Street
• State Theater
• East Village Coffee House and outdoor seating area
• Plaza at Peet’s – I wish you could travel through the Cooper Molera Garden to Polk
• Restaurant/Café – Monterey Café, Rosines, Karma, Peets, East Village
• Plaza space @ Peets with fire pit is a great gathering place
• Boutique shops – Never on Sunday
• Monterey Church; Golden State Theater; Famers Market

Pedestrian/Bicycle Access
• More pedestrian access to Alvarado
• Close Alvarado
• Easily Accessed Stores
• Step Back Windows for Window Shopping
• Wider Sidewalks
• Close Street for Events
• Pedestrian Friendly; Simple Walk About; Charming Social Center
• More bicycle parking all over to encourage people to park cars on outskirts of downtown or further to bike in for errands, shopping, restaurants

BUSINESS TYPES

Desired Businesses
• Accessories (3)
• Auto parts (1)
• Beach activities (1)
• Bike rental (1)
- Bocce center (1)
- Bookstore (8)
- Boutique gifts (4)
- Café (4)
- Candy (1)
- Card room (1)
- Casino (1)
- Church (3)
- Clothing stores (14)
- Conference Center (1)
- Digital fine art (1)
- Eating Places
  - Bakery (2)
  - Deli (5)
  - Low-Medium End Restaurant (2)
  - High end Restaurant (3)
  - Ethnic (1)
  - Restaurant/bars (11) – late night uses
  - Wine bar/store (2)
- Farmers markets (3)
- Family friendly (8)
- Financial/business (2)
- Fishing industry
- Garden (1)
- Grocery store (2)
- Hardware (1)
- Home Decor
- Kitchen (1)
- Late Night Uses (4)
- Local artist coop/stores (5)
- Live music venues (6)
- Make your own pottery (1)
- Mixed residential (2)
- Popular/anchor shops (5)
- Resident oriented/local (4)
- Shoes (2)
- Small businesses (3)
- Stationary store (2)
- Tourist center
- Video game/ electronic/comic (3)

Dislike Businesses
- Fewer Massage (2), tattoo (1), and Hemp/Marijuana (1), Bars (1)

Other Comments
- More Events; Not a district – no defining business characteristic; City, MPUSD and independent developer develop all MPUSD property on Pacific Street

Other Business Type Notes
• All gardening; rotate plants; lights
• Pedestrian; no 2-way traffic; entertainment center—restaurant et al
• Outdoor places; café’s; more interesting commercial galleries; private not high end businesses
• General services retail
• No more restaurants; we need bookstores, village hardware store, art and antique stores
• Boutique retail, specialty shops; apparel, antiques, art; refined restaurants; high-end night club
• Restaurants—dinner, lunch eateries; night life—lounges, jazz
• Businesses—not bars or clubs or massage parlors
• Hardware
• Coffee shop
• More businesses that attract locals; hardware
• Various retail; no more bars, nail shops
• More business—trendy clothing stores centering to 20’s-30’s (Banana Republic, Abercrombie’s, etc)
• Bookstore (like Borders)
• Bookstore
• Restoration hardware
• More, bigger bookstores
• More retail, more small restaurants
• Retail boutique stores
• Bookstore; drugstore; hardware; grocery
• Resident serving businesses—deli, market, etc.
• More small café-style restaurants that have sidewalk seating
• More family oriented businesses
• Mixed use—restaurants, bars/nightclubs, boutique/shopping, coffee house/dessert specialty
• Encourage open-air businesses (ex Rosine’s opens doors)
• Keep/encourage mixed-use types—time of day, time of year (ex tourism), target clientele, etc.

ARCHITECTURAL CHARACTER

Spanish/Adobe
• Spanish style
• Old wooden beams (Wells Fargo)
• Adobes, Arts and Crafts, Spanish era style
• Adobes, bungalows, balcony, arch windows, plaster walls with old roses
• Historic adobes, bungalows

Fishing Era
• Cannery Row type buildings

Monterey Style
• Upstairs balcony, Adobes, Spanish California

Modern
• Maintain pre-1970 style buildings which may be potentially historic (Former Monterey Savings building may be influenced by Frank Lloyd Wright)
• Bank building – modern architecture

Eclectic
• Love the eclectic feel
• Like historic and funky
• More architectural character
• The moldings bring character but need to be kept up better (peeling paint), privately owned
• Maintain significant buildings (Golden State Theater, Osio, East Village Building)
• Downtown historic; modern historic
• Eclectic mix of modern and historic buildings
• Church
• The mixture of old (adobes) and new modern buildings are underutilized; open adobes to locals
• Keep mixture of architecture. Keep old Monterey style; Replace single-story buildings or new construction with two or more stories.
• Make Alvarado walking only street; widen sidewalks to create area for outdoor dining.

General Thoughts
• New Orleans feeling in sidewalks
• Alvarado Street – wider sidewalks, outside dining
• Calle Principal does not lead to anything (end at Del Monte Avenue and can only turn left)
• Paint buildings
• Four and five stories to make development financially feasible
• Architectural detail should repeat historic character – stucco, etc.
• Restore buildings on Alvarado Street
• Historic buildings should be promoted more
• Historic with scale and form (outdoor seating area)
• Historic look without obsessing on preservation
• Should be eclectic outdoor seating ambiance
• Loft apartments with roof top gardens
• City, not strip mall
• More colorful buildings (not beige)
• Romantic tree lights
• Restore 20s buildings
• Downtown restore historic buildings
• Practical, flexible, wooden, eclectic
• Place to gather, mixed use, harmonious
• Bicycle corral at Portola Plaza
• Small plazas and courtyards
• Pedestrian breezeways
• Better connections
• Low rise mostly
• Some slightly taller buildings okay as long as they don’t block light or overshadow pedestrian gathering places
- Higher height limits on Alvarado Street; need for apartments over retail
- Vary heights and facades to create sense of energy
- Need gateways (Munras, Del Monte, Fremont)
- Gateway character defining buildings and parking garage east
- Visual obstruction - parking garages east and west
- Reduce number of surface parking lots in downtown; fill in with character defining buildings
- Make transit plaza a gorgeous magnet
- Somehow without destroying history help visitors be aware of the hidden treasures such as Cooper Molera
- How about a fabulous designed parking structure
- Less parking lots; A large (tall?) building that employs many downtown
- No particular architectural style should be favored
- Height restrictions are too extreme
- Calle Principal needs parking garage behind Lala Palooza (with businesses at street)
- Want more interesting colors
- Religious
- Emphasize Spanish and Mexican influence
- Weeks detail
- Adobe respectful
- Historic buildings; not too modern buildings; need something to attract to west end—Pearl/Alvarado
- Historic; family friendly (clean); different era’s OK; Golden State; inset dining
- Diversity of style better than all the same
- Osio development fits Monterey scale and style
- Golden State Mural
- Architecture that enhances adobes
- Alvarado Mall—major plug from downtown to waterfront
- Adobe enhanced; complimentary to historic feel
- Retain historic character; identify H-1 buildings
- Well kept historical building through the years
- Historical
- When I think of downtown I think of old historical buildings/Victorian
- Trying to build newer buildings, but most new ones are empty
- Eclectic (2)
- I enjoy the mix of old and new, particularly the older architecture
- Historic (2)
- Less than well maintained
- Extensive private underground parking on site
- Classic historic; remove height restriction
- Accessibility to historical adobes
- Lacking—architectural features lost and not utilized; lack of TLC for existing buildings
- 4-stories allowed; must have market rate residential
- Bring back the beauty of current historical buildings; maintain historic character; remodel store fronts as needed
- Second floor details; example Jamba Juice building
- Monterey colonial architectural style should be emphasized more
• Many of the buildings need an overhaul maintaining their nostalgia, while bringing them up to date; clean up insides of all
• Some of the old buildings are pretty and nostalgic and should be kept intact.
• Beautiful
• Dated
• Tired
• Old Herald building (East Village)

TRANSPORTATION AND PARKING NETWORK

Parking
• Put parking on the Window to the Bay or Diagonal on Del Monte
• Diagonal Parking
• Diagonal Parking on Alvarado to increase available space and bike lane
• Design Parking with more screening trees – perimeter business
• Free parking
• Make east garage very cheap for downtown employees
• Maybe create a “local” discount/parking permit to park downtown or in the parking structure
• Locals parking pass stickers
• Locals (Monterey residents only) reduced parking
• Free parking for locals at certain times. Make everyone aware of available parking options
• Require underground parking
• Underground parking
• Motorcycle parking
• Need more parking/higher parking garages
• Need more parking try to create less one way streets
• Too much surface parking
• Better uses for parking areas
• Parking--need longer time allowed at a time
• On street 1-hour parking is too short – should be 2 hours generally
• 90 minute parking, employee parking shuttle
• Parking at top of Calle Principal; close Polk between Hartnell & Pearl; bike Corral at Custom House or Portola Plaza; fix bike/pedestrian bath behind Maritime Museum

Pedestrian
• Not comfortable walking with family and kids in late afternoon/evenings due to cleanliness, homeless population, etc. Some traffic flow can be confusing if you are new to the area (street directions and layouts). Additional clean and new parking garages would be helpful!
• Alvarado mall connection through Portola Plaza to Del Monte is confusing for pedestrians – feels like you’re walking in a road/driveway
• Explore pedestrian mall concept for Alvarado with shuttle system from one end to the other
• Pedestrian friendly; better traffic circulation
• More pedestrian malls
• More pedestrian friendly streets
Walking path; pedestrian friendly
Better defined walking path from Alvarado to Wharf and Waterfront
Today comfortable place to walk (but not feeling very safe)
Transit bus; parking; walking; bikes; two way traffic; bus; trolley
Pedestrian with remote parking and shuttles
I like the traffic environment as a driver and pedestrian
Improve night lighting for pedestrian safety

Transit
I don't like driving by the bus station. The buses are big blind spots and create dangerous situations
Street car system from upper to lower parts of town; free ridership
Airbus is A+
Bring light rail to Portola Plaza
Light rail
Make downtown romantic with areas and lanes for horse and carriage rides to be included with a transportation study
Horse and buggy
More trolleys or small shuttles; bike trails/paths/rentals; better signage re: one way/maybe less one way
Free transportation route between downtown and military base
Move transit plaza to Tyler Street between the two parking garages and make the vacated plaza the “Community Square” for gatherings
Pedi cabs. (2)
Transit Plaza—Make it a beautiful magnet, to encourage locals and visitors to use bus or bike and bus (MST racks); have an NPS-style bike corral at or near the transit plaza
Transit Plaza eye sore
Move transit plaza
Relocate transit plaza
Gateway – Replace transit plaza
Move bus station to Tyler @ Del Monte
Move transit plaza
A new transit plaza (bus terminal) - *[The current transit facility is no longer functional]*; less one-way streets; remove on-street parking on Franklin Street between Pacific and Figueroa; Franklin Street should be bi-directional
Move transit plaza to Tyler Street between parking garages; have a trolley go around downtown every 4-5 minutes from parking garage; free parking
Improve the Monterey transit plaza

Bikes
I bike and drive and park with ease
Bike path! Great! Maintain quality; widen if possible
Have bike shares at every spot where we want to encourage more visitors to notice these overlooked areas. This can draw them away from waterfront and into downtown by having a quick and easy say to check out the areas.
Bicycle racks
More bike racks
Bike Lockers off Alvarado at parking garage
Make Del Monte/Washington better connection for bikes and peds
- Wider path for bicycle
- Safe bike paths
- Safer bike options
- Bike lanes – follow the San Fran model of cars and bikes sharing the lane
- More bike lanes
- Bike lanes prominent
- Bike lanes
- More bike lanes, bridges across Del Monte
- Encourage bikes with bike lanes and bike parking
- Preserve the bike path Uber Alles
- Better bike/ped access to city center from waterfront/New Monterey
- More bike friendly

Circulation
- Circulation pattern for vehicles
- One way streets make access into downtown difficult
- Today—too confusing to get around; one way streets are bad
- Convert 1-way streets to 2-way; convert 1-hour spaces to 1.5 hour
- Fewer one-way streets
- Too many 1-way streets
- Alvarado should be a pedestrian mall! Fix intersections on either end of Polk. Both are dangerous
- Alvarado needs to be closed to auto traffic. Remodel street as a promenade
- Make Alvarado one lane like Salinas, with diagonal parking therefore more parking
- Alvarado pedestrian only; clean up Alvarado; deal w/homeless and drug dealers at East Village
- Alvarado needs to stay a 1-way street with pavers and a 15 mph speed limit; Tyler and Calle Principal both need diagonal parking and 1-ways
- Polk/Alvarado; Pearl intersection
- Hartnell Street and Carl’s Alley; Hartnell should be one way from Polk to Cass with diagonal parking in front of post office; problems with u-turns, turning around in driveways, jay-walkers, blocking driveway; Carl’s Alley should be 1-way again.
- Franklin two-way entrance to downtown
- Alvarado 2-way; move bus depot; remove parking on Alvarado; Del Monte/tunnel/Lighthouse resolve congestion
- Franklin 2-way
- Change Washington/Abrego/Munras to just one name
- Alvarado stay one-way; Del Monte 2 ways; Washington 2 ways; close Pearl between Tyler & Alvarado
- Consider blocking of 1 or 2 blocks of Alvarado for pedestrian mall (gathering areas, etc.)
- Trolley free circular pattern
- Traffic confusing patterns
- It is easier to access DLI or downtown by taking Pacific rather than taking Munras into town
- 2-way traffic on Alvarado and Del Monte
- Close Alvarado
- Close Alvarado to cars until noon on Sundays so people can walk and bike
- Keep Alvarado open
More logical access to downtown
Improvements to transportation network: reroute traffic to make downtown more accessible
Taxi staging (undecipherable); enlarge sidewalks for outside dining
Del Monte extended tunnel
Expand tunnel to Washington
Re-route large trucks, RV’s out of downtown
Complete a comprehensive traffic impact study and follow the recommendations
Eliminate one-way street routing

Signage
- Make gateway at Munras/Webster
- Gateway identification, visitor center should be in downtown area
- Bike/ped bridge before tunnel gateway to downtown
- I carried a Monterey city map in my purse for the 1st 5 years I lived here
- Some of the historic downtown path signs posted on street lamps are backwards and tourists are always confused
- Gateway Fremont/Camino El Estero
- Monument sign
- Confusing directions of traffic flow
- We need street signs with directions to downtown; wider sidewalks for outside dining
- Open the Presidio
- It is hard to give tourists directions downtown
- More sign for directions for locals and tourists
- Wide and clean sidewalks
- Direct cars to East and West garages
- Better signage
- Uniform directional signs

SAFETY

Police
- Walking police patrol on Alvarado; homeless problem; drug out of downtown
- Walking PD patrols would encourage lingerers to move on
- Beat patrol police
- Police patrol on foot at night
- Cops visit the bars
- Bar crown safety
- Law enforcement near bars at prime drinking hours
- Better late night patrol to diminish vandalism and graffiti
- I don’t feel like I see enough police in downtown
- I think you could make it safer by having more police present downtown, but still I want it to be a late night area for college people
- Not enough police on the streets
- Need to see more police presence
- More cops walking
- I don’t ever see police when downtown
- Private security

**Pedestrians, Lighting, Sidewalk**
- More lighting
- Lighting both street and buildings
- Rethink law so that signs can be better lit with good taste and adding to positive atmosphere
- Cohesive lighting plan—streetlights
- Safety is OK downtown with great lighting and sidewalk
- Lighting
- Street lights on all streets from Calle P to Washington; better lights in parking garages
- More lighting on street
- Old lighting style needs to be upgraded, cameras, random ped crossing
- Crosswalk pedestrian bridge instructed at mouth of tunnel and Del Monte
- Safety—skateboard park, pedestrian light longer time for elderly
- Nicer architectural lighting for a consistent tasteful feel
- Crossing Del Monte; street illuminating cross walks
- Tax on bars for downtown cleaning of sidewalks and walkways
- Cleanliness—more effort and requirements for business owners
- Repave Alvarado; repaint crosswalks
- Pavement on sidewalks/uneven

**Feeling of Safety**
- It is safe, I will park anywhere
- I feel safe as a pedestrian but sometimes unsafe as a driver; pedestrians are j-walkers
- As a young woman I feel unsafe downtown at night
- All of the empty buildings lead to a deserted and unsafe feeling
- More bicycle lanes clearly marked, to remind “share the road”; perhaps slower speed limit on Del Monte and Fremont
- Comfortable feeling for bicycles
- Transit plaza for pedestrian/bikes is a nightmare; crossing Del Monte; street illumination
- Transit Plaza—too many nooks and crannies where people can hide
- Del Monte Blvd; transit plaza
- Transit center feels bad; poor statement at the entrance to downtown
- Sketchy stores, complexes, bars and pubs, people, and overall area. My children feel unsafe (very unsafe) with the homeless population and fear as they walk down the street.

**Traffic**
- Rec Trail connection to downtown
- Safety: bike lanes on the one way streets
- Safety: fix intersections on both ends of Polk
- Polk Street two lanes
- Homeless; cars not yielding to pedestrians crossing the street; pedestrians not using crosswalks
- Del Monte Pacific intersection—extend pedestrian time for crossing
- Jefferson and Pacific is a bad intersection; very unsafe
- Bus noise and speed
- Traffic moves too fast on Franklin and Del Monte; feels bad crossing the streets
Homeless

- Safety—get rid of (or find a shelter for) the homeless; bicycle cops.
- Homeless are intimidating; nighttime vibe is not welcoming, after 8 pm it turns into a bar scene
- Bars—need some type of homeless domicile/shelter
- The fire place by Peet’s Coffee; homeless and transients
- Vagrants
- Vagrancy downtown is a big problem
- Find a way to get homeless off of Alvarado
- Homeless; less alcohol/bars; traffic; lighting
- Transit plaza is sketchy; raised platform makes visibility difficult
- Control transient population in the downtown
- Safety—build a shelter for the homeless
- Solve homeless shelter problem
- I feel unsafe because of the homeless/the people that are downtown at night. I do not see any police downtown.
- Deal with homeless in efficient manner
- I am downtown everyday and I feel unsafe because of the homeless community

Additional Safety Notes

- No smoking areas down busy streets (Alvarado)
- Homeless—tougher controls; improve nighttime lighting/led stop signs
- Manage homeless issue; already is pretty safe
- Improve safety by adding more street lighting on side streets
- Beat policemen downtown
- Plant trees that don’t uproot the sidewalk so you don’t need to worry about tripping
- Well lit streets; well lit parking garages; lighting turns on with motion detector
- Most areas feel fairly safe in terms of crime. The walkway behind the Library by Stokes is a little creepy but pretty; need to slow traffic on Fremont (Myrick’s and Casa Munras); center median would help
- Improve waterfront main entrance—Washington to be widened and make entrance and exit for cars and sidewalks on both sides. Washington should be 2-way; therefore, leave the tunnel or waterfront parking and takes you to Highway 1 via Washington.
- Improve lighting on perimeter of Lake El Estero; add historic fixtures on Camino El Estero and Aquajto; create a romantic atmosphere around the lake; beautify; make a place for wedding pictures day and night.
- Dedicated pedestrian routes through city; would have right of way at intersections, etc.; make city a walking experience
- Scram homeless folks
- Homeless problems
- Police foot patrol
- More street lighting
- X-walks
- Intersection Alvarado/Munras Polk; pay station for parking meter
- All crossings of Del Monte; Polk/Alvarado Pearl
- Polk @ Alvarado Intersection; configuration of streets; tunnel traffic and bad visibility for pedestrians; not safe intersection
- Tyler and Del Monte intersection pedestrian danger zone; Del Monte not pedestrian friendly
- Parked cars vandalized
- Beach safety
- Traffic light timing
- Heavy traffic; not easy to cross roadways
- Less vacant buildings
- Down lights focus; motion active
- Unsavory groups; feel threatened
- Connect downtown with waterfront
- Safety from gangs, homeless
- Children’s Theatre; school at Regency site; more kids, safer, “funner”
- Wide sidewalks
- Pedestrian “beat” cops
- Move loiterers
- Street lights
- Clear up homeless problem; more officers downtown at night; a safer environment for children
- Late night drinking issues
- Loitering on Alvarado; intimidating for families
- Need late night patrols down Calle Principal
- Bicycle police
- Make Munras/Polk/Pearl more pedestrian safe
- Add ‘flashing’ crosswalk like the sports center has in front
- Better lighting downtown
- Better lighting @ night; better signage for traffic
- Better pedestrian safety needed