Downtown Concept Plan
Planning Commission—July 26, 2017

Presentation Purpose:

▪ Background on the Final Public Draft of the Downtown Concept Plan—Plan Supplement and Poster

▪ Update on planning process since April 26, 2017 Planning Commission meeting

▪ Share Plan highlights (CVT)

▪ Answer questions

▪ Recommendation: Provide input on the Final Public Draft of the Downtown Concept Plan supplement and poster and recommend adoption to the City Council.
What is the Downtown Concept Plan?

- Update of the Conceptual Physical Plan for the City’s Center (1993)
- Guided by the General Plan
- Vision for the downtown – how it should look/function 25 + years in the future... 30,000 ft view
- Aspirational, not regulatory
Updates to the Draft Plan

Concept Plan Supplement

1. Planning Context
2. Vision, Principles and Goals
3. Illustrative Downtown Concept Plan
4. Mobility and Streetscape
5. Implementation

Appendix 1-Public Engagement

Plan Poster
Advisory Body
Creative Vision Team (CVT)

- 10 member ad hoc advisory body appointed by the City Council
- Provide expertise, design assistance and recommendations to staff

Creative Vision Team:
Pierre Rademaker
Charles Stevenson
Chuck Crotser
Keith Gurnee
Jaime Hill
Eric Meyer
Melanie Mills
Matt Quaglino
Annie Rendler
Vicente del Rio
Kenneth Schwartz (former)
Planning Principle 1: Strong Identity
Preserve and enhance the downtown’s distinct sense of place and memorable character.

Upper downtown gateway at Monterey and Pepper Streets
Below, Monterey between Osos and Santa Rosa Streets reimagined
2. Plentiful and Safe Public Spaces
Provide opportunities for positive social interaction, quiet moments, and access to the natural environment, where everyone feels safe and welcome.

Left, plaza at Higuera and Nipomo Streets connecting to the Creek Walk and Cultural District
Block 42, looking from the intersection of Broad and Marsh Streets towards Emerson Park
3. Variety in Form and Function
Encourage a variety of compatible uses, activities, and housing types for an inclusive and vital downtown.
4. Enhanced Mobility

Enhance the downtown’s walkability; make it easier to get to and travel throughout for pedestrians, bicyclists, and transit riders.
Left, Railroad Safety Trail
bridge across Monterey Street
Figure 4.1 Street Types Diagram

LEGEND

<table>
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<tr>
<th>Street Type A</th>
<th>Street Type B</th>
<th>Street Type C</th>
<th>Street Type D</th>
<th>Paseos, Paths</th>
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<tbody>
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<td>Orange</td>
<td>Purple</td>
<td>Green</td>
<td>Blue</td>
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</tbody>
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* Modal Priority *

- [ ] Parking Structures
- [ ] Transit Center
- [ ] Mission Plaza
- [ ] Enhanced Intersections (may include others)

* See street type definitions for more information

Proposed street types are conceptual in nature and will require further analysis.
5. Universal Accessibility

Promote a downtown that is safe, inclusive, and easy to navigate for those using all modes of transportation.
6. Art, Culture and History

Encourage artistic and cultural opportunities and celebrate downtown’s unique history.
Clockwise from above: Extension of Mission Plaza across Broad Street to new park; sketch of narrowed Broad St bridge with path connection; and Draft Mission Plaza Concept Plan.
7. Compatible Design

Embrace context-sensitive, original and human-scale design that supports placemaking.

Looking from Court Street across Higuera Street to commercial mixed use infill on Block 33
8. Ecological Connections

Protect, enhance, and reveal the natural areas and ecological functions that are an integral component of the downtown area.
How will the Downtown Concept Plan be used?

- Provides guidance for the holistic vision for the downtown
- Referenced when planning future development or public improvements
- Considered when updating planning documents and CIPs
Chapter 5: Implementation

- Land Use and Economic Development
- Arts, Culture and History
- Recreation, Open Space and Public Restrooms
- Public Safety
- Mobility and Circulation
- Streetscape
Downtown Concept Plan
Next Steps

- Planning Commission recommendation tonight
- City Council adoption—September 5
- Revisions-minor clean up with any PC/CC recommendation items
- Posting plan online with links to documents; digital model; implementation strategies
How to Participate Tonight

- Questions/Clarification
- Public Input
- Deliberation
- Recommendation: Provide input on the Final Public Draft of the Downtown Concept Plan supplement and poster and recommend adoption as is or with changes to the City Council for their consideration on September 5, 2017.
Figure 3.1
Illustrative Downtown Concept Plan
Figure 4.2 Bicycle Facilities Diagram

LEGEND

- Planned Class I Bike Path
- Existing Bike Lane
- Planned Bike Lane
- Existing Bike Boulevard
- Planned and Proposed Bike Boulevard
- Proposed 1-Way Cycle Track
- Proposed 1-Way Buffered Bike Lane
- Proposed Bike Improvements

1. Planned projects in 2013 Bicycle Transportation Plan
2. All improvements to be coordinated with Street Types Diagram improvements

Proposed bicycle facilities are conceptual in nature and will require further analysis prior to adoption into the City Bicycle Transportation Plan.