



# Shape the Future 2025 - Community Forum Summary Report

## Meeting Information:

Meeting Date:	February 24, 2005
Organization Name:	Main Street Merchants Association (MSMA)
Name of Contact:	Gary Gordon, Executive Director
Person (phone #):	<a href="mailto:MSMAstaff@NETVIP.COM">MSMAstaff@NETVIP.COM</a>
Location:	The Victorian
Duration of Meeting:	120 Minutes.
Number of Participants:	Approximately 20 persons.
STF2025 Staff Representation:	Suzanne Frick, Director of Planning and Community Development Lucy Dyke, Transportation Planning Manager Jonathan Lait, Acting Principal Planner Michelle Glickert, Transportation Planning Associate
City Council and/or Planning Commission Members Present:	None.

## General Comments:

A presentation on the Motion by the Ocean and Shape the Future 2025 projects were made to the Main Street Merchants Association. The group received project updates, participated in the Motion by the Ocean survey, fish bowl and historic photo quiz activities. Afterwards, participants asked questions or provided comments on the following issues:

- Main Street is a unique part of the City and efforts should be made to preserve its neighborhood character, sense of community, diversity, variety of unique shops, walkability, and active nightlife.
- Encourage people to use the beach lot. Better utilization of parking lots and a shuttle service on Main Street would improve circulation and help alleviate summer traffic congestion.
- Integrate the policies of the Main Street Specific Plan into the General Plan process.
- Lighted crosswalks are critical for pedestrian safety (Main Street at Hill Street, Ashland Avenue, and Kinney Avenue).
- Foster policies that balance the needs of neighborhood serving commercial uses and adjacent residential uses. As recognized in the Noise Ordinance, higher levels of noise and activity should be expected in the transition zone between these uses.
- There is a lack of affordable housing opportunities in the City.
- Create safe neighborhoods where children are able to walk to school and play in the streets.
- Reduce traffic by maximizing the opportunities for someone to park once and visit a variety of stores within walking distance.
- Evaluate alternative street parking plans with angled spaces with consideration to delivery vehicles and bike lanes.
- Encourage shopping opportunities that enhance pedestrian activity.
- Move the Farmers' Market to the street to free up parking on Sunday.
- Re-evaluate efforts to slow traffic on Nielson Way. This street and Main Street are not bicycle friendly. Bike routes go nowhere and are not an effective mode of transportation. Generally, curb extensions force bicyclists into the way of moving cars.
- Improve connections between Main Street and the Civic Center.

More information regarding the Main Street Merchants Association is available online at:  
<http://mainstreetsm.com/homepage.shtml>

## Follow – Up Issues:

No follow up issues were identified.