CITY OF MERCED
Development Services

TO: Martin Luther King Jr. Way Ad-Hoc Advisory Committee
FROM: Julie Sterling, Associate Planner
DATE: November 15, 2011
SUBJECT: Martin Luther King Jr. Way Revitalization Strategy – Action Matrix

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ACTION REQUIRED: Study, Discussion, and Feedback Requested

DISCUSSION

We will be reviewing the Action Strategy Matrix for the Martin Luther King Jr. Way (Highway 59) Revitalization Plan and discussing proposed initiatives, the proposed implementation of the initiatives, the organizations that are involved, and potential funding sources. This is a "draft" action matrix and is subject to change. Please review the attached matrix and be prepared to discuss it at the meeting.

Attachment

A. Matrix

MARTIN LUTHER KING JR. WAY REVITALIZATION PLAN ACTION STRATEGY MATRIX							
	Action	**Objective that Applies to Plan**	**Implementation Number of Years**			**Organization(s)**	**Potential Funding Sources**
			1 to 2	**3 to 4**	**5+**		
PHYSICAL IMPROVEMENT INITIATIVES							
Land Use and Redevelopment	Identify key locations abutting the corridor where utilities are needed for future development of properties	**3**			**√**	City	
	Prioritize infrastructure needed along the Corridor and pursue improvements as funding is available	**1**		**√**		City	
	Consider/identify Canal Street as a predominant pedestrian/bicycle/transit road	**1**			**√**	City	
Access and Infrastructure	Provide a pedestrian activated crosswalk for safe crossing for pedestrians/bicyclists at MLK Jr. Way	**2 and 4**	**√**			Engineering	Safe Routes to School; Caltrans grant
	Request Caltrans provide H/C Ramps on street corners of MLK Jr. Way/Hwy 59	**1 and 4**	**√**				Caltrans grant; Safe Routes to School
	Request Caltrans repaint crosswalks, striping and other safety markings	**1**	**√**				
	Coordinate and Provide bus stops/bus turn-out on MLK Jr Way (one in each direction of travel) with improvements (including a minimum standard of a concrete pad, between sidewalk and curb, bench / shelter, and trash receptacle)	**1**	**√**				MCAG
	Install bulb-outs on side streets that intersect with MLK Jr. Way	**2**		**√**			CIP
	Evaluate the potential need for a four-way stop along MLK Jr. Way north of the Fairgrounds and south of 13th Street	**4**		**√**		Engineering	CIP; Safe Routes to School

	Install new water/sewer lines to encourage development along MLK Jr. Way	**3**		**√**		Engineering	SB375/CDBG Grants
	Strengthen pedestrian circulation by widening sidewalks along MLK Jr. Way	**1 and 4**	**√**				
	Limit curb cuts and consolidate access points along the Corridor as opportunities arise for safety purposes	**4**			**√**		
	Pursue coordination with Caltrans, Highway Patrol, and other organizations (including Trucking Industry) to either divert truck traffic to Freeway 99 prior to entering Focus Area or implementing further devices for co-mingling of all travelers	**4**	**√**			Caltrans, Hwy Patrol, City	
Urban Design	Recommend creation of a "brand" for the Corridor through use of consistent landscape palette and lighting fixtures, street furniture, and trash receptacles	**3**		**√**			
	Encourage Façade Improvement for businesses along Corridor including improvement of lighting of alleys/side streets	**3**		**√**		50/50 Façade Improvement Program	Gateway Project Area
	Upgrade facades of businesses fronting MLK Jr. Way	**3**			**√**		
	Undertake streetscape upgrades at key "gateway" entry points to the Corridor						

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ECONOMIC DEVELOPMENT INITIATIVES							
Redevelopment Assistance							
	Undertake land assembly to facilitate redevelopment with a focus on key opportunity areas	**3**		**√**		Redevelopment & Economic Development	Grants
Business Development	Encourage Façade Improvement for businesses along Corridor			√		50/50 Façade Improvement Program	Gateway Project Area
	Pursue infrastructure and telecommunications upgrades, including the use of renewable energy						
	Explore opportunities for streamlined permitting to business owners who utilize “green” strategies					Development Services	

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ORGANIZATIONAL / ADMINISTRATIVE INITIATIVES							
Zoning Amendments	Develop a "Planned Development" with a designation of either Neighborhood Commercial (C-N) or Commercial Thoroughfare (C-T) for properties along the MLK Jr. Way Corridor (Hwy. 59) including one block on either side (including from Canal to Hwy. 59 south of Childs Avenue to the future grocery site on Childs Ave. and Canal Street to Hwy. 59)	**3**		**√**		Planning	
	Implement Design Review standards for new construction of businesses	**3**	**√**			City	
	Develop Form Based Codes	**3**	**√**			Planning Dept.	Grant
	Review signage flexibility for proposed grocery store at the SEC of Canal St. and Childs Ave.	**3**	**√**			Planning Dept.	
	Encourage existing businesses to enhance their buildings and sites to further improve our gateways	**3**	**√**			50/50 Façade Improvement Program	
Development Standards	Enforce high standards for key high-visibility elements within the Corridor, with compliance being a condition of City assistance						
Streamlined review process	Offer streamlined review and permitting for projects that meet pre-determined eligibility criteria which support broad policy goals					Development Services	

Code Enforcement	Consistently enforce the City's codes		√			Code Enforcement	
Public Safety Patrols	Increase police and/or community patrols to discourage criminal activity, neighborhoods working with the City on identification and support		√			Public Safety	
	Encourage Neighborhood Watch Groups		√			Public Safety	
Identification	Create a "brand" for the Corridor through use of consistent landscape palette and lighting fixtures, street furniture, and trash receptacles for the Focus Area as new businesses			√			