

Top Twenty “Base Hits” for Downtown Pacific Grove

Placemaking as an Economic Development Strategy

1. Select a unique color for all public infrastructure hardware such as lightposts, poles, benches, trash receptacles. A unique color helps define a district as unique from other “places” in the City. Is Black memorable? Move toward a dark green with two monarch orange stripes at base. CAPITAL BUDGET REQUEST UNFUNDED.
2. Use the dead spaces in the diagonal parking spaces to add landscaping/lighting. Do this in collaboration with #18. UNDER WAY.
3. Add more public seating provided by the City on Lighthouse and Central Avenue. Teak Garden Bench fits PG style best. Use small 4’ to 5’ benches. INCOMPLETE
4. Increase public parking periods from 2 hour to 3 hour. (underway)(complete) REVISED
5. Remove the anemic little trees on Lighthouse and replace them with good urban street trees with small to medium sized canopies. (Ginko, Locust, Jacaranda) CAPITAL BUDGET REQUEST 2015
6. Update the appearance of our trash receptacles to match historic light poles. Urban Accessories. CAPITAL BUDGET REQUEST 2015
7. Implement Tour Bus Parking on Pine Avenue/Forest. NOT COMPLETED
8. Investigate cost of replacing high pressure sodium bulbs in commercial areas with LED Lighting.(not necessary) NO INTEREST
9. Investigate a downtown resident reserved parking permit system. Between hours of 6pm and 6am. ALREADY IN PLACE
10. Add hanging baskets with colorful flowers on street light poles. Bring back some color! (cost!)CAPITAL BUDGET REQUEST UNFUNDED
- ~~11. Empower the Chamber to politely “ticket” business owner vehicles parked in front of their businesses.(in process)(not really a ticket, just a friendly reminder)~~
12. Implement a modified Lighthouse Avenue Plaza Design. UNDERWAY
- ~~13. Hire a falconer to drive the seagulls away.(complete)~~
14. Implement a program using concrete planters (with beautiful plantings) to simulate bump out areas. CAPITAL BUDGET UNFUNDED.
15. Implement an audio tour for Coastal Trail users that tells the Julia Platt story and where downtown is. (Aquarium taking the lead)

16. Extend Coastal Trail to Asilomar. Paint green bikeway. UNFUNDED
17. Paint green bike lanes on Lighthouse and Forest to the Coastal Trail UNFUNDED
18. Place new single acorn historic lights every 40 feet in the center median/parking area. UNUNDED
19. Re-arrange direction of median diagonal parking to serve both sides of the street, except where large on-site parking lots exist. UNDERWAY
20. Replace every single regulatory sign pole (perforated) with a more attractive, single colored decorative pole on Lighthouse Avenue. UNFUNDED