

Alisal Vibrancy Plan (AVP) Goals		Alisal District Identity Master Plan (ADIMP) Implementation Actions	Department/ Organization	Estimated Cost	Time Frame
<b>A. Public Works Funding Initiatives for Streetscapes</b>					
Transportation and Infrastructure Priority: Support sidewalk maintenance and connectivity.	A.1	Streetscape Plan: Complete on-going Alisal District Streetscape Master Plan. This project is in process and to be completed by end of 2024, early 2025.	Public Works, Community Development	Funded	Ongoing
TI 2.1.e – Implement Complete Streets Improvements.  ED 1.4.a – Build Corridor Maintenance Capacity of Community and Business Organizations	A.2	Streetscape Funding: <ul style="list-style-type: none"> <li>• Make streetscape improvements following the Alisal Streetscape Master Plan</li> <li>• Purchase and install colorful accent seating, planters, bike racks, trash receptacles, and street lights</li> <li>• Utilize the Clean California Grant to plant new street trees</li> <li>• Pursue new funding to implement the Alisal Streetscape Master Plan project for new construction, replacement infrastructure, and maintenance. New funding could include grants like the “Clean California Grant”</li> </ul>	Public Works, Community Development	Staff Time	Short Term
ED 1.4 – Evaluate Potential Revenue Streams to Support Consistent Corridor Maintenance.  <i>(More detail on exploring Business Improvement District Funding solutions in section F)</i>	A.3	Collect Funds for Streetscape Maintenance: <ul style="list-style-type: none"> <li>• City staff to identify and improve the collection of obligated funds for streetscape maintenance with outreach</li> <li>• Utilize funds for planting, maintaining and activating sidewalks, public spaces</li> </ul>	Public Works	Staff Time	Short Term

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<p>TI 3.3 – Increase Street Tree Coverage Throughout The Alisal.</p> <p>LU 7.1.j Use Durable and Sustainable Plants and Materials in New Public Spaces.</p>	A.4	<p>Plant trees following the Alisal Streetscape Master Plan</p> <ul style="list-style-type: none"> <li>• Implement Adopt-A-Tree and Adopt-A-Block program</li> <li>• Recruit community organizations and individuals to participate with an public awareness campaign</li> <li>• Coordinate streetscape improvements with Adopt-A-Tree Participants</li> </ul>	Public Works, Urban Forest Division and Economic Development	Staff and Volunteer Time	Short Term
<p>TI 1.2.b – Complete Sidewalk Network and Keep Sidewalks in Good Repair.</p> <p>LU 5.5 Beautify and ‘Green’ Public Streetscapes Throughout the Alisal with Wider Sidewalks, Street Trees, and Green Infrastructure.</p> <p>GOAL ED 1. Improve the Appearance and Cleanliness of the Alisal’s Commercial Corridors.</p>	<p>A.5</p> <p>A.6</p> <p>A.7</p> <p>A.8</p> <p>A.9</p>	<p>Implement the Alisal Streetscape Master Plan Project.</p> <p>Williams Road Streetscape Improvements Design and Construction</p> <p>N. Sanborn Streetscape: Improve the visibility of district connections to help unify the district core.</p> <p>E. Alisal Streetscape: Activate the Heart of the Alisal at E. Alisal Street and Sanborn Road with streetscape improvements that strengthen the business corridor and extend the multi-use path along the edge of E. Alisal Street.</p> <p>E. Market Streetscape: Expand the heart of the Alisal with streetscape improvements that strengthen the business corridor and relate to the district identity along the E. Alisal Street business corridor.</p>	<p>Economic Development and Public Works</p>	<p>Refer to costs in the Alisal Streetscape Master Plan</p>	<p>Short Term</p>

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<b>B. Public Works Funding Initiatives for Plazas and Parks</b>					
*All project costs have been estimated based on recent cost/square foot pricing available for comparable projects within the Northern-Central California region. The rough order of magnitude (ROM) range provided indicates a lower and higher level of amenities and material finishes, for each project type.					
YAP 6.3 – Implement Regular Maintenance of Parks and Gathering Spaces in the Alisal.	B.1	Plazas and Parks Clean Up: City Staff to identify and distribute obligated funding for Park and Plaza maintenance, support and programs for clean up, such as the “Amor Salinas” and the Ambassador program, led by community.	Public Works, Community Development	Staff and volunteer time	Ongoing
LU 5.6 Take Advantage of Opportunities for Temporary Open Spaces and Plazas.	B.2	Temporary Open Spaces: City to fund temporary open spaces, including design, implementation, maintenance and removal.	Public Works, Community Development	\$36,000 to \$270,000*	Short Term
YAP 6.1 – Develop Parks and Gathering Spaces that are Family-Friendly and Safe for the Community.	B.3	Plazas and Parks in Focus Area Priority 1: Activate the gathering place on N. Sanborn Road at the Bread Box	Public Works, Community Development	Funded by Clean California Grant	Ongoing
LU 7.1 Reflect Identity Through Design of the Built Environment	B.4	Plazas and Parks in Focus Area Priority 2: Design and construct an E. Market Street Gateway feature with District Identity and Public Art.	Public Works, Community Development	\$100,000 to \$300,000*	Short Term
ED 3.2.a - Create a Central Meeting Place as the Corazon of Alisal.	B.5	Plazas and Parks in Focus Area Priority 3: Design and construct a new central plaza near the intersection of E. Alisal Street and Sanborn Road	Public Works, Community Development	\$3,000,000 to \$6,000,000*	Long-Term

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LU 5.4 Encourage a Diversity of Public Open Spaces in the Alisal.	B.6	Plazas and Parks in Focus Area Priority 4: Design and construct a new community space next to the creek and improve the public park at the Division Street Site.	Public Works, Community Development	\$1,200,000 to \$4,000,000*	Long-Term
ED 3.2 – Create New and Improved Existing Public Spaces Along Alisal’s Commercial Corridors.	B.7	Privately-held Public Space Program: Identify privately held public space opportunities and potential incentives to encourage private development of public spaces.	Community Development	Staff Time	Long Term
LU 7.3.b Revise Parking Location and Design Standards to Orient Buildings to the Street and Add Nature to the Built Environment.	B.8	Private Commercial Landscaping: Encourage beautification of storefronts with planters and planting on business properties beyond public right of way to complement future landscape. Encourage the transformation of surface parking lots and shared parking to better utilize land for new gathering spaces.	Community Development	Staff Time	Long Term
GOAL YAP 6. Create and Support a Diverse, Well Maintained, and Culturally Relevant Network of Parks and Gathering Spaces.	B.9	Build Future Plazas and Parks: Utilize existing public land or purchase new land for public parks. Publicly fund the design, and construction of future parks	Public Works, Community Development	\$2,000,000 to \$5,000,000*	Long Term
<b>Subtotal Short Term Project Costs for Plazas and Parks</b>				<b>\$136,000-\$570,000</b>	
<b>Subtotal Long Term Project Costs for Plazas and Parks</b>				<b>\$6,200,000-\$15,000,000</b>	

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<b>C. Public Policy Initiatives for Design Standards</b>					
LU 7.1.b Encourage Use of Building Forms, Colors, and Materials that Draw from the Cultures in the Alisal	C1	Corridor Specific, Localized Design Standards: Create criteria that integrates the cultural design influences of the local population into the architectural form, building color, and signage.	Community Development, Business Owners/ Landlords, City Council	Included as part of the ADIMP	Short Term
LU 7.1.c Work Closely with Alisal Businesses and Residents to Create Specific Design Guidelines for Commercial Corridors.		<ul style="list-style-type: none"> <li>Revise the City code for design standards to provide objective design standard for the use of bold and primary colors and allow brighter, culturally relevant colors for commercial buildings. Meanwhile, reference colors that are shown as guidelines in Chapter 3</li> </ul>		+ Staff Time needed for policy changes	
LU 7.2.g Signs and Awnings.					
LU 7.2.h Commercial Landscaping.		<ul style="list-style-type: none"> <li>Allow neon signage in commercial districts outside of downtown</li> <li>Encourage private business owners to invest in commercial landscaping with planters and planting along storefronts to complement the future streetscape</li> </ul>			

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LU 7.2 Promote Best Practices in Urban Design and Development	C.2	<p>Commercial Design Standards: Review and update existing City standards to allow flexibility for businesses to reflect cultural identity and respond to dynamic trends in retail.</p> <ul style="list-style-type: none"> <li>Reduce existing style-based design standards so that local businesses can more fully express their culture and authenticity as a local business and more easily adapt to retail trends</li> <li>Encourage a limited amount of variation in treatment of storefront design between storefronts of different businesses through architectural details and materials to differentiate buildings and tenants from one another and create variety</li> <li>Maintain consistency amongst tenants of the same building or amongst businesses along the same block with signage, primary color tones, or through the treatment of landscaping to create a connection between neighbors and the greater commercial corridor</li> <li>Continue to require new commercial buildings locate at the street edge on major corridors to reinforce the street wall, except where public spaces for gathering are provided</li> </ul>	Community Development	Included as part of the ADIMP	Ongoing
LU 7.2.b Horizontal and Vertical Articulation.					
LU 7.2.d Building Setback.					

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LU 7.1.i Promote and Facilitate Outdoor Dining.	C.3	Outdoor Dining Design Standards: Apply the standards for outdoor dining for Downtown, and modify if necessary, to apply citywide.	Community Development	Staff Time	Short Term
LU 7.1.d Incorporate Crime Prevention Through Environmental Design (CPTED) Principles Into Guidelines and Development Regulations.	C.4	CPTED (Crime Prevention) Architecture Design Standards: Create criteria that requires removal of bars and signs of defense, increases storefront visibility, and requires beautification criteria in front of stores.	Community Development	\$50,000*	Short Term
LU 7.1.g Require Special Building Design.	C.5	Landmark Architecture Design Standards: Create criteria that requires architecture at key intersections to be designed with distinctive, landmark architectural features and signage. <ul style="list-style-type: none"> <li>Encourage new development at intersection corners to include a special feature with public art, a blade sign, or a taller architectural feature to serve as a landmark at the intersection</li> </ul>	Community Development	\$50,000*	Short Term
LU 7.2.f Building Details.	C.6	Franchise Business Commercial Design Standards: Develop Standards to require Franchise Businesses to adjust their prototypical store design to reflect local character and cultural influences.	Community Development	\$25,000*	Short Term
<b>Subtotal Design Standards Short Term Project Costs</b>				<b>\$125,000</b>	

\*Budget is based on consultant fees to produce targeted amendments to existing standards (C.4, C.5, C.6)

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<b>D. Public Policy Modifications</b>					
LU 7.2.e Commercial/Mixed-Use Ground-Floor Windows.	D.1	Code Enforcement for Storefront Transparency: Dedicate staff time to enforce code on storefront transparency.	Community Development	Staff Time	Ongoing
ED 1.3 – Incentivize Owners and Merchants to Invest in Property Maintenance and Improvements.	D.2	Establish a Façade Improvement Program: Create program to enable investment in Alisal commercial storefronts. <ul style="list-style-type: none"> <li>Identify and Prioritize specific properties where investment will create significant impact</li> <li>Support discussions between tenants and landlords about investment in storefront improvements</li> <li>Encourage businesses to hire local designers with grants to assist small business applying for Façade Improvement Loans</li> <li>Educate small business owners and local designers on regulatory process, permits, licensing, and which agencies are responsible for what services for storefront improvements</li> </ul>	Community Development	Pilot has been funded [\$600,000] + Staff Time	Ongoing
ED 1.3.a – Establish a Façade Improvement Program.					
ED 1.3.b – Identify Blighted Properties to Benefit From Façade Program.					
ED 4.2.b – Provide Education and Outreach About Business Requirements.					
ED 4.1 – Continue Streamlining and Simplifying the Business Licensing and Permitting Process.	D.3	Simplify and Streamline Business Licensing and Regulatory Process to improve storefronts: Provide Informational handouts, reduce steps / regulations / permits to make storefront improvements.	Community Development	Included as part of ADIMP + Staff Time	Ongoing
ED 4.1.a – Simplify Regulatory Processes.					



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Priority: Expand arts-based partnerships and programming.	D.4	Create a Public Art Management Program: Create and maintain a standing meeting to coordinate public art initiatives spanning Planning, Library and Community Services, and Community Development	Library and Community Services, Community Development, Public Works	Staff Time	Ongoing
Priority: Expand arts-based partnerships and programming.	D.5	Expand eligibility of Public Art Commission candidates: Remove criteria requiring candidates to be a "Practicing Art Professional" in order to avoid potential conflicts of interest.	City Council	Staff Time	Short Term
YAP 4.1.a - Create the Alisal Arts Action Plan.	D.6	Create the Alisal Arts Action Plan: Create and maintain a master list that identifies and prioritizes public art projects with a time-frame for implementation. This list can be used to communicate and monitor progress and implementation.	Library and Community Services	Staff Time	Ongoing
YAP 4.1.c Increase arts and culture funding.	D.7	Public Art Maintenance: Budget a portion of the recurring Public Art Ordinance Funding for maintenance of existing art.	Library and Community Services, Public Arts Commission and City Council	To be determined by City Council	Short Term

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GOAL YAP 4. Prioritize Arts and Culture Investments to Support Creativity, Expression, and Beauty for the Alisal Community.	D.8	Establish a Recurring Public Art Program.	Library and Community Services	Staff Time	Short Term
	D.9	Amend Public Art Ordinance to limit recurring public art projects to new, local artists.	City Council	Staff Time	Short Term
	D.10	Create an Application Assistance Program for Artists that are interested in applying to Calls for Art, Requests for Proposals (that require qualifications) and Community Grants.	Library and Community Services	Funded (\$150,000 allocated) + Staff Time	Ongoing
LU 7.1.a Encourage Murals and Other Artwork on Public and Private Development.	D.11	Create a handout for putting up a mural on the side of a business. Streamline and clarify the process that includes Site Plan Review.	Library and Community Services, Community Development	Staff Time	Ongoing
ED 1.2.c – Promote Art in Privately-Owned Spaces.	D.12	Create a program to encourage the creation of more murals on blank business walls. Actively identify locations for places that can enhance the visibility of district identity and encourage businesses to install murals with application assistance and potentially funding through a future source.	Library and Community Services, Community Development	Staff Time	Short Term

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<b>E. Investment in Corridor Branding</b>					
LU 7.1.c Work Closely with Alisal Businesses and Residents to Create Branding for Commercial Corridors.	E.1	Further develop District Branding based on ADIMP templates: More work can be done to work with Alisal businesses and residents to continue to adapt and personalize corridor branding. Budget to find a local artist or graphic designer or a consultant art direction with community artists.	Community Development	\$25,000 + Staff Time	Ongoing
ED 3.1.a – Develop a District Identity Theme	E.2	Implement District Branded Banners and Trash Enclosures: Continue to identify places where district branding could be applied. If pilot program is successful, implement the next phase.	Community Development, Library and Community Services	\$15,000 + Staff Time	Ongoing
ED 3.1.c – Promote Alisal Businesses.					
LU 7.1 Reflect Identity Through Design of the Built Environment		Create a Recurring Street Light Banner and Trash Corral Art Program			
ED 3.1.b – Use Social Media to Promote Branding and District Identity and Pride.	E.3	Implement District Social Media Campaign: Promote using social media. Note: the development of the brand included a brand guide that should be widely shared to establish consistency in brand usage.	Community Development	\$50-80,000 for creation of the campaign \$5-8,000 to update	Short Term
LU 7.1.f Develop Wayfinding Signs to Guide the Public in the District and Promote Local Businesses and Attractions.	E.4	Implement new Wayfinding Signage using District Branding. Install environmental graphics with district branding improving wayfinding and business promotion.	Community Development	\$180,000-\$275,000 to design	Short Term

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LU 7.1.e Create Gateways to Mark Key Entrances to the Alisal.	E.5	Fund District Gateway Signs: Prioritize funding for new public art project that creates District Gateway signs. Budget for community artwork and a sculptural gateway sign.	Community Development, Public Works, Library and Community Services	\$20,000 to \$400,000	Short Term
ED 3.2.c - Create Gateway Signage, Banners, and Murals.				Seek private partners to sponsor murals.	
<b>Subtotal Corridor Branding Short Term Project Costs</b>				<b>\$300,000 to \$750,000</b>	

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<b>F. Future BID Funding Initiatives</b>					
ED 1.4 – Evaluate Potential Revenue Streams to Support Consistent Corridor Maintenance.	F.1	Consultant led Feasibility Study: Consultant team determines if a BID or NPO could realize the support of the private sector stakeholders and annual revenue generation to create a meaningful difference in the maintenance, safety, and promotion of the district.	Economic Development, Community Development  Local Businesses  City Council	\$40,000 to \$50,000	Short Term
	F.2	Consultant led BID / Non-Profit Organization Implementation - Design BID Funding Structure	Economic Development	\$50,000	Short Term
	F.3	City-administered BID with merchants providing volunteer services.	Economic Development and Local Businesses	\$250,000 to \$400,000	Near Term
	F.4	Self administered BID Annual Operating Budget	BID	\$1,000,000 to \$1,500,000	Long Term
<b>Subtotal BID Funding Costs Short Term</b>				<b>\$90,000 to \$100,000</b>	
<b>City-Administered BID Annual Operating Budget, Near-Term</b>				<b>\$250,000 to \$400,000</b>	
<b>Self-Administered BID Annual Operating Budget, Long-Term</b>				<b>\$1,000,000 to \$1,500,000</b>	

Alisal District Identity Master Plan (ADIMP) Implementation Actions		Estimated Cost
<b>Summary of Estimated Costs</b>		
A	Subtotal Project costs for Streetscape	See Alisal Streetscape Master Plan
B	Subtotal Short Term Project Costs for Plazas and Parks Subtotal Long Term Project Costs for Plazas and Parks	\$136,000-\$570,000 \$6,200,000-\$15,000,000
C	Subtotal Design Standards Short Term Project Costs	\$125,000
D	Subtotal Public Policy Modifications	Staff Time and TBD
E	Subtotal Corridor Branding Short Term Project Costs	\$300,000 to \$750,000
F	Subtotal BID Funding Costs Short Term <i>City Administered Annual BID Operating Budget, Near-Term</i> <i>City Administered Annual BID Operating Budget, Long-Term</i>	\$90,000 to \$100,000 \$250,000 to \$400,000 \$1,000,000 to \$1,500,000
<b>TOTAL SHORT TERM FUNDING</b>		<b>\$650,00 to \$1,550,000</b>