



Chinatown Revitalization Plan – “What We Heard”

Land Use:

- Currently, there are land-use conflicts between the new mixed-use zoning and the current light industrial and automotive uses that are legal non-conforming.
- The neighborhood lacks parks, urban plazas, and open space within the planning area.
- Zoning changes in the previous Chinatown plans were integrated into the Zoning Map updates and made several types of current active uses in Chinatown legal non-conforming uses (auto repair, light industrial uses, etc.).
- Vacant and abandoned properties as well as physical separation from Downtown and the Intermodal Transportation Center have contributed to the current blight and an uninviting pedestrian environment.

Housing and Neighborhoods:

- There is strong community interest in diversifying the housing stock in Chinatown by adding workforce and market rate housing alongside the current affordable developments.
- Housing for homeless individuals and very-low income (0%-30 AMI) households is a key community priority.
- Residents and stakeholders would like to have a mixed-income neighborhood.

Homelessness

- Chinatown should no longer be the epicenter of homeless encampments and social services for homeless individuals. Social Services should be distributed across the City and Monterey County.
- Residents, business and property owners, as well as stakeholders, have expressed that it is of critical importance to reduce

encampments in Chinatown to revitalize the neighborhood.

- Most homeless individuals in Chinatown prefer to be housed in groups, especially with friends, and be placed in single family homes or in a permanent supportive housing apartment complex like the Moon Gate Plaza project.

Health and Safety:

- Safety is one of the top priorities for all stakeholders. Crime, illegal dumping, prostitution, and most critically the open drug market, need to be addressed.
- Clean and well-maintained streets, sidewalks, public spaces, and buildings are critical to Chinatown’s revitalization.
- Finding a relocation site for the community garden, which was replaced by Moon Gate Plaza development, is a big community priority.
- Businesses feel blamed for the lack of neighborhood cleanliness, though in reality, they are doing plenty of maintenance and would like assistance from the City.

Economic Development:

- Crime, homelessness, and blight are considered some of the biggest obstacles to private investment in Chinatown. In other parts of Salinas, there is resistance to reconnecting Chinatown to other neighborhoods due to negative perceptions and safety concerns.
- The existing local art scene in Chinatown should be leveraged to catalyze economic development and transform the neighborhood into a cultural center for the arts.
- Soledad Street should be transformed into a vibrant “Main Street” like corridor with retail storefronts on the ground floor and a



diverse array of amenities and businesses for the neighborhood.

Transportation and Infrastructure:

- There continues to be extensive support for conversion of Chinatown back to two-way streets as recommended in past plans.
- A direct connection/crossing point over the Union Pacific Rail Lines into Downtown and the Intermodal Transit Center is of great importance to reconnecting Chinatown.
- Sidewalks in Chinatown have deteriorated and require significant improvement.
- Improving above and below-ground infrastructure along with streetscape improvements that promote human scale, engage the public realm, and ensure pedestrian safety are much needed.

Arts, Programming and Community Facilities:

- There is strong community interest in additional arts and cultural spaces and programs as Chinatown revitalizes and becomes an arts district.
- Events including food festivals, performing arts and cultural events would help make Chinatown a destination not only for City residents, but also for tourists.
- Public art programming can transform Chinatown into a cultural center for the arts.
- Partner with existing community facilities to expand programming and to develop new social and cultural events for the community.