



*City of Salinas*

# Alisal Steetscape Master Plan

## Planning Commission Hearing

ALISAL VIBRANCY PLAN

November 20, 2024

# Agenda

- Planning Context
- Project Process
- Alisal Community Goals
- Corridor Streetscape Improvements
- Next Steps

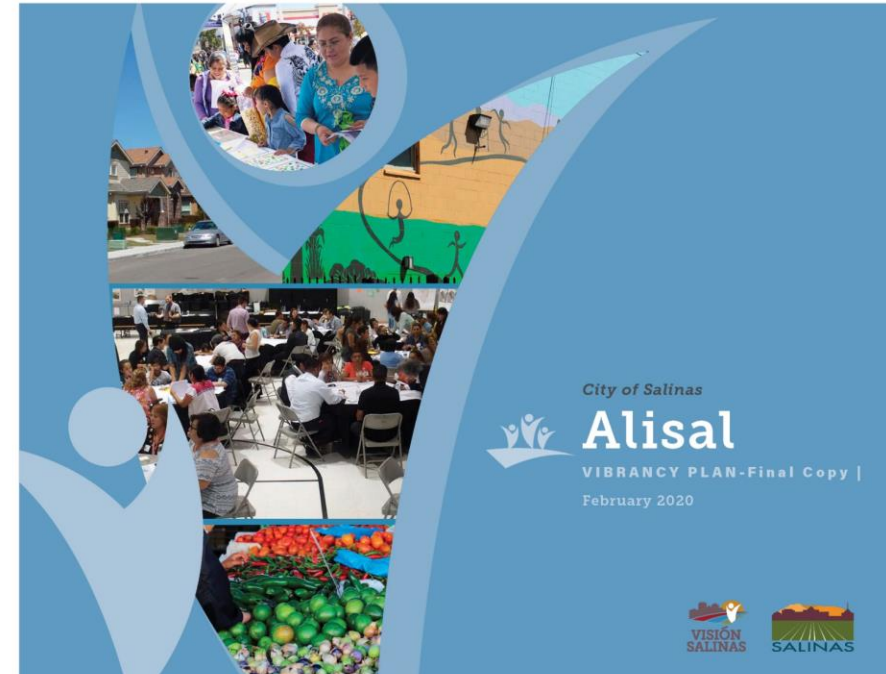


A faint, light gray background map of a city street grid, showing a dense network of streets and blocks. The map is centered on the title text.

# Planning Context

## Alisal Vibrancy Plan (AVP)

- Goal TI 1: Design and Maintain Safe Streets.
- Goal TI 2: Establish a Connected and Equitable Multimodal Transportation Network.
- Goal TI 3: Provide High Functioning Infrastructure and Attractive Streets with Pedestrian Amenities.
- Goal TI 4: Improve Parking Management for Both Residents and Businesses.
- Goal HS 1: Ensure that Streets, Parks, and Public Spaces in the Alisal are Safe.
- Goal YAP 5.2.a: Increase Transportation Options to Access Programs and Community Facilities. Ensure residents have safe, efficient, and affordable access to community facilities whether biking, walking, taking transit, or driving a car.

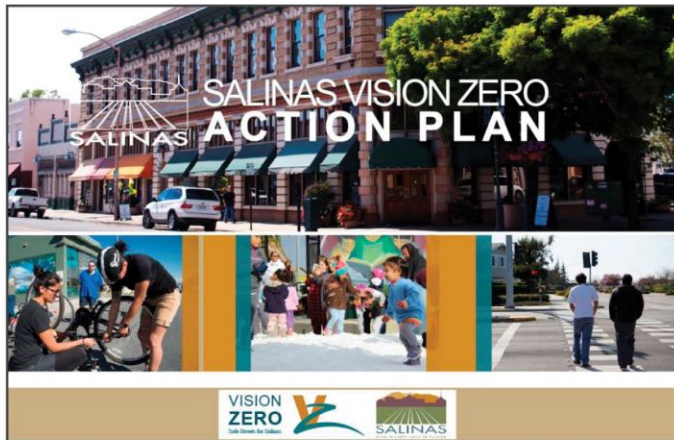
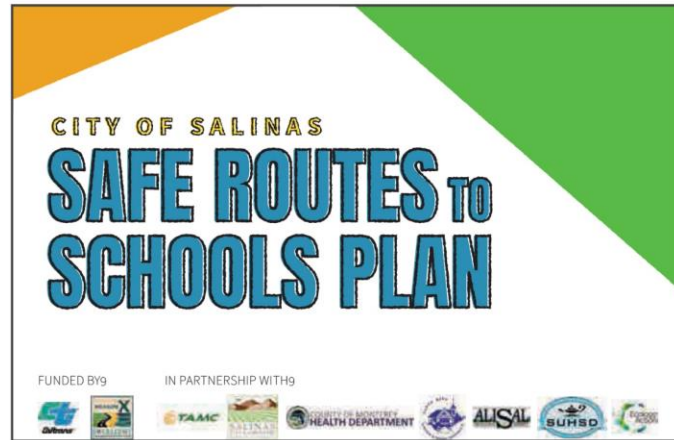


***“Alisal’s cultural identity is not strongly reflected in the built environment.”***

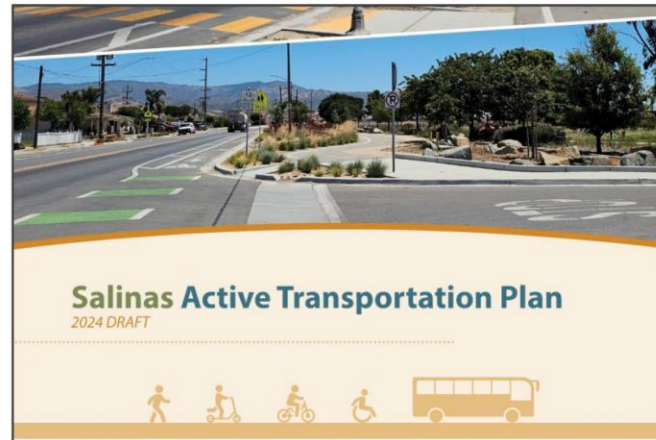


# Additional Planning Efforts

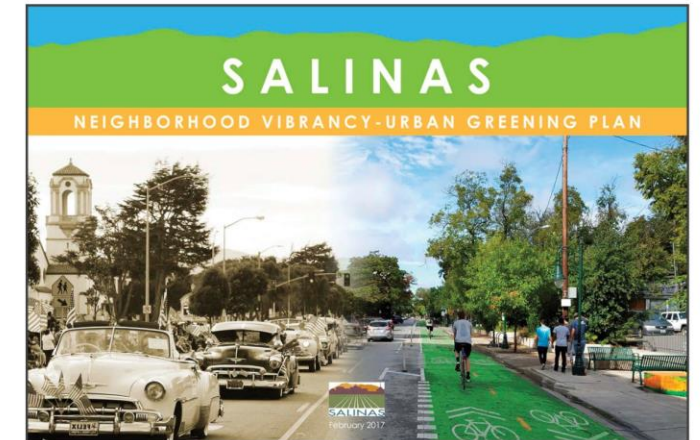
## Safe Streets



## Mobility



## Urban Trees





# Alisal District Identity Master Plan (ADIMP)

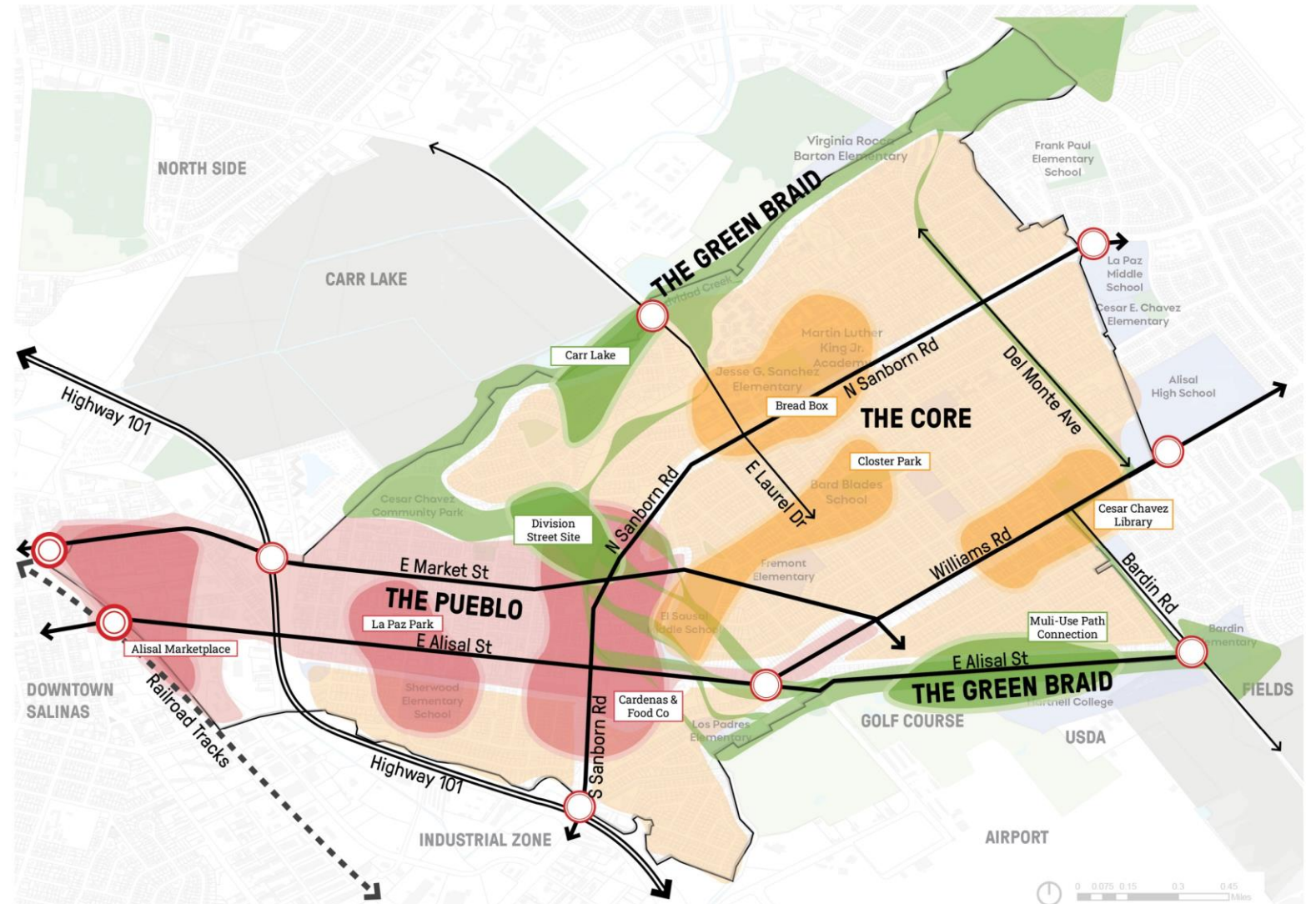
**The Pueblo**  
*El Corazón*



**The Core**  
*El Cuerpo*



**The Green Braid**  
*Las Venas Verdes*

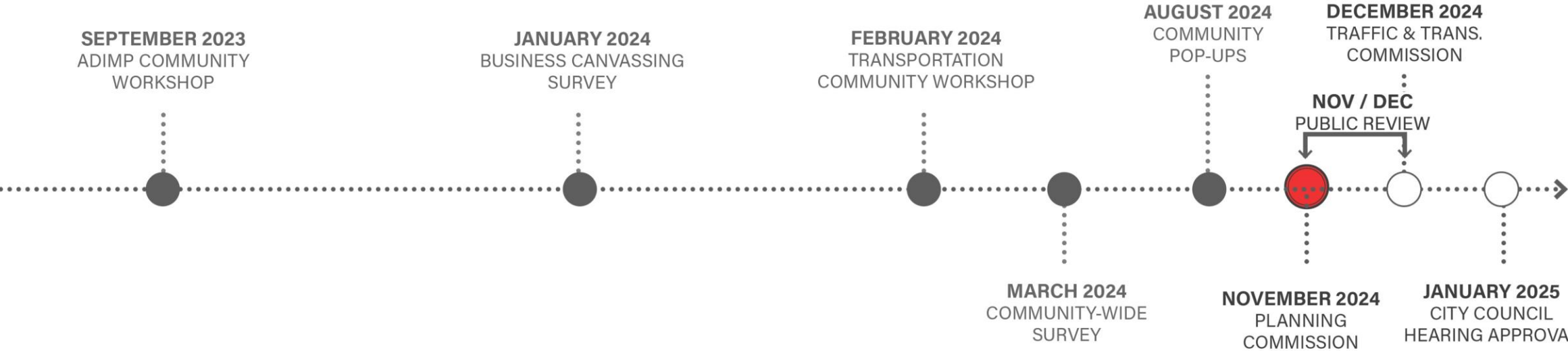
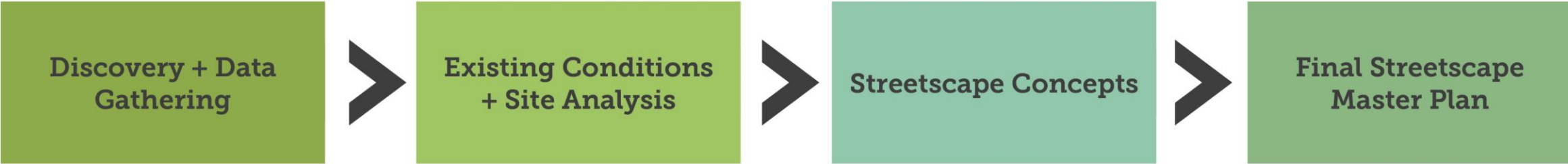






# Project Process

# Project Overview





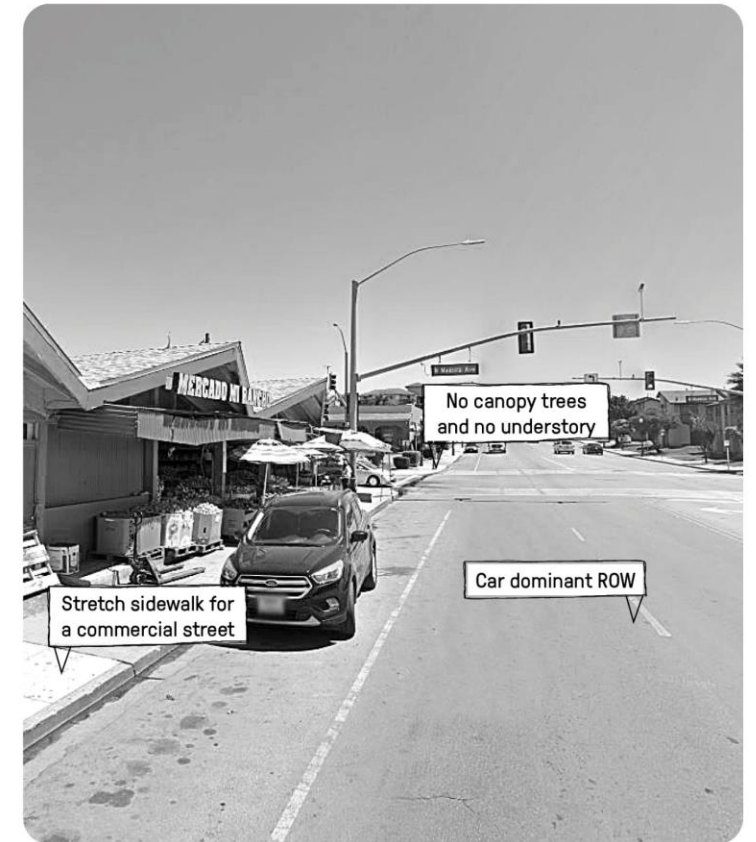
## Existing Conditions + Site Analysis



*Typical road condition at residential land use in Williams Rd*



*Typical road condition at AVP opportunity zone in Sanborn Rd*



*Typical road condition at Mercado Mi Rancho in East Market St*

# Streetscape Concepts: Narrative Approaches

## CONNECT THE ALISAL

### Multi-modal Streets

Develop an integrated transportation system that encourages safe and accessible mobility for all modes of travel, including walking, biking, public transit, and driving.

Advocate for inclusive road designs accommodating all users.



## LIVE THE ALISAL

### Programmable Streets

Enhance corridor walkability and promote streets as active community spaces, fostering healthier, safer, and more sustainable lifestyles for residents.



## PLANT THE ALISAL

### Beautiful Streets

Celebrate the vibrant community heritage through the expression of colors, greenery, and narratives. Beautify streetscapes to instill a greater sense of safety and community ownership, while improving environmental quality.





# Engagement: Community Workshops



SEPTEMBER 2023  
ADIMP COMMUNITY  
WORKSHOP

## GOAL - LISTEN

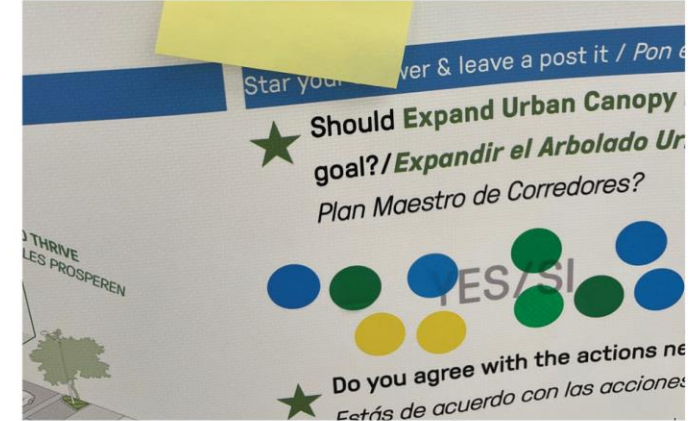
- How do community members use and experience each of the corridors?
- What would they like to see on each of the corridors?
- What are the challenges they face when walking, biking, taking the bus?



FEBRUARY 2024  
TRANSPORTATION  
COMMUNITY WORKSHOP

## GOAL - DISCUSS

- Introduce alternatives for each of the corridors through the lens of Connect, Live and Plant.
- Understand the community preference for bike lane infrastructure, sidewalks, medians, street trees and other.



AUGUST 2024  
COMMUNITY  
POP-UPS

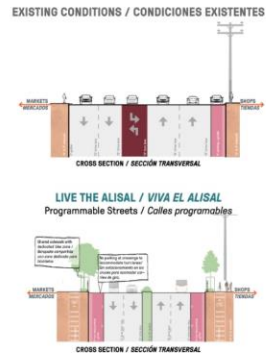
## GOAL - REVIEW

- Confirm the project goals.
- Present the final concept design for each corridor.

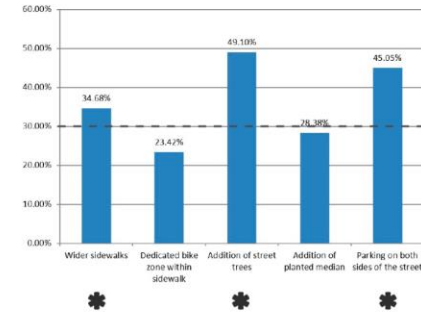
# Engagement: Canvassing, Surveys, Pop-Ups

## EAST ALISAL ST SURVEY Q1

PROVIDED SURVEY GRAPHIC

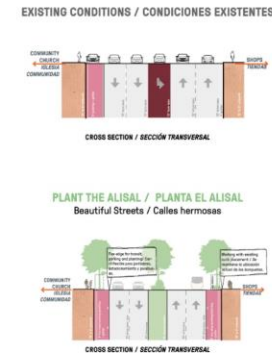


WHICH ELEMENTS OF THE PREFERRED CONCEPT DO YOU LIKE?  
(select all that apply)

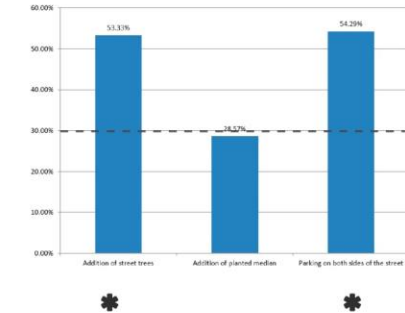


## N SANBORN RD SURVEY Q5

PROVIDED SURVEY GRAPHIC

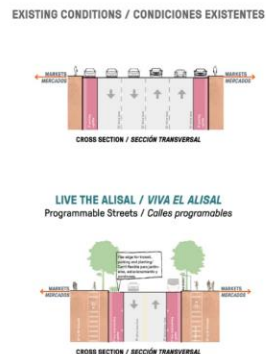


WHICH ELEMENTS OF THE PREFERRED CONCEPT DO YOU LIKE?  
(select all that apply)

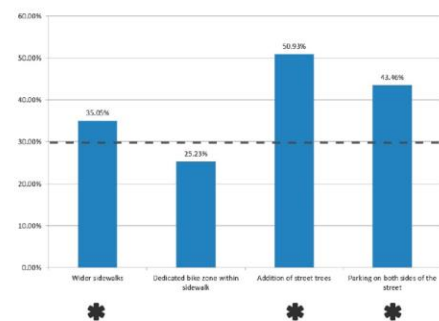


## EAST MARKET ST SURVEY Q3

PROVIDED SURVEY GRAPHIC

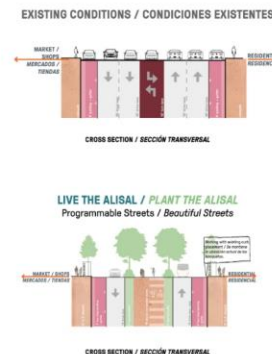


WHICH ELEMENTS OF THE PREFERRED CONCEPT DO YOU LIKE?  
(select all that apply)

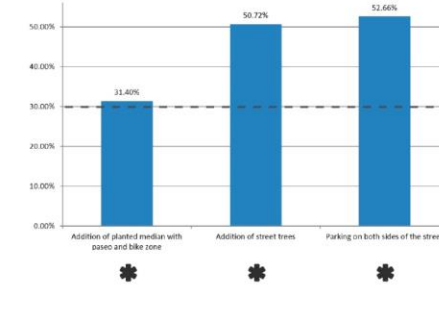


## WILLIAMS RD SURVEY Q7

PROVIDED SURVEY GRAPHIC



WHICH ELEMENTS OF THE PREFERRED CONCEPT DO YOU LIKE?  
(select all that apply)

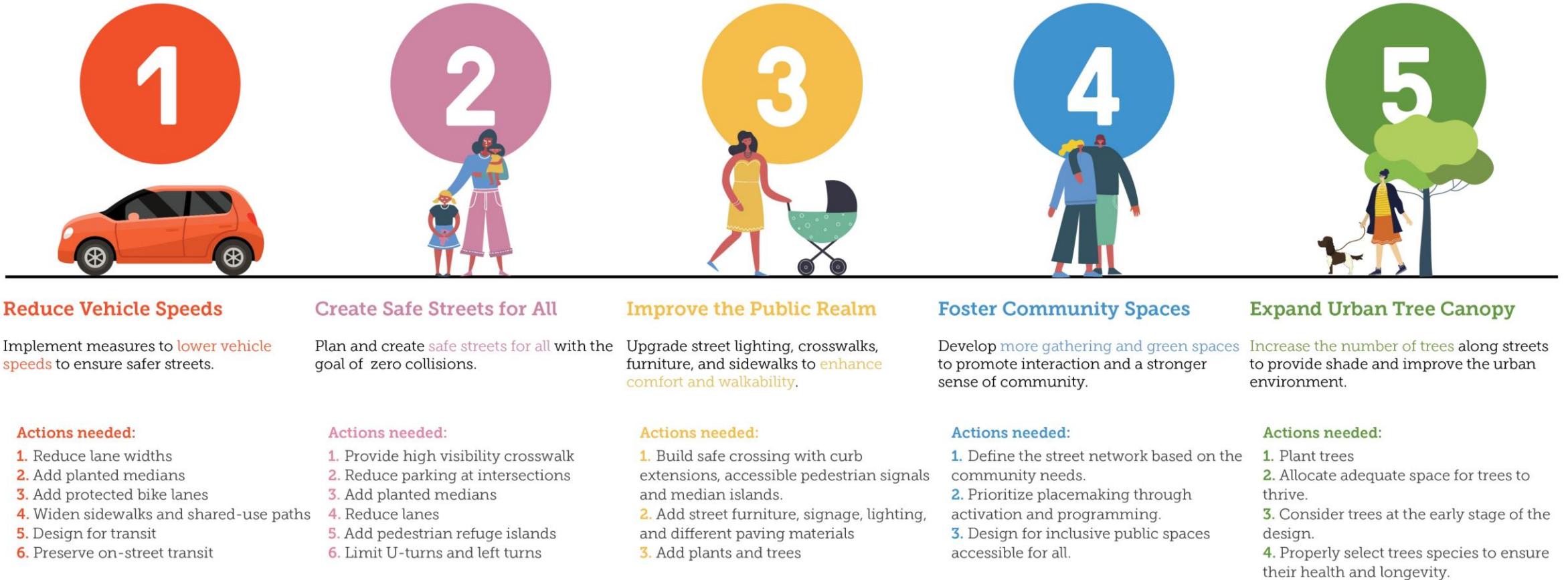






# Community Goals

# What We Heard





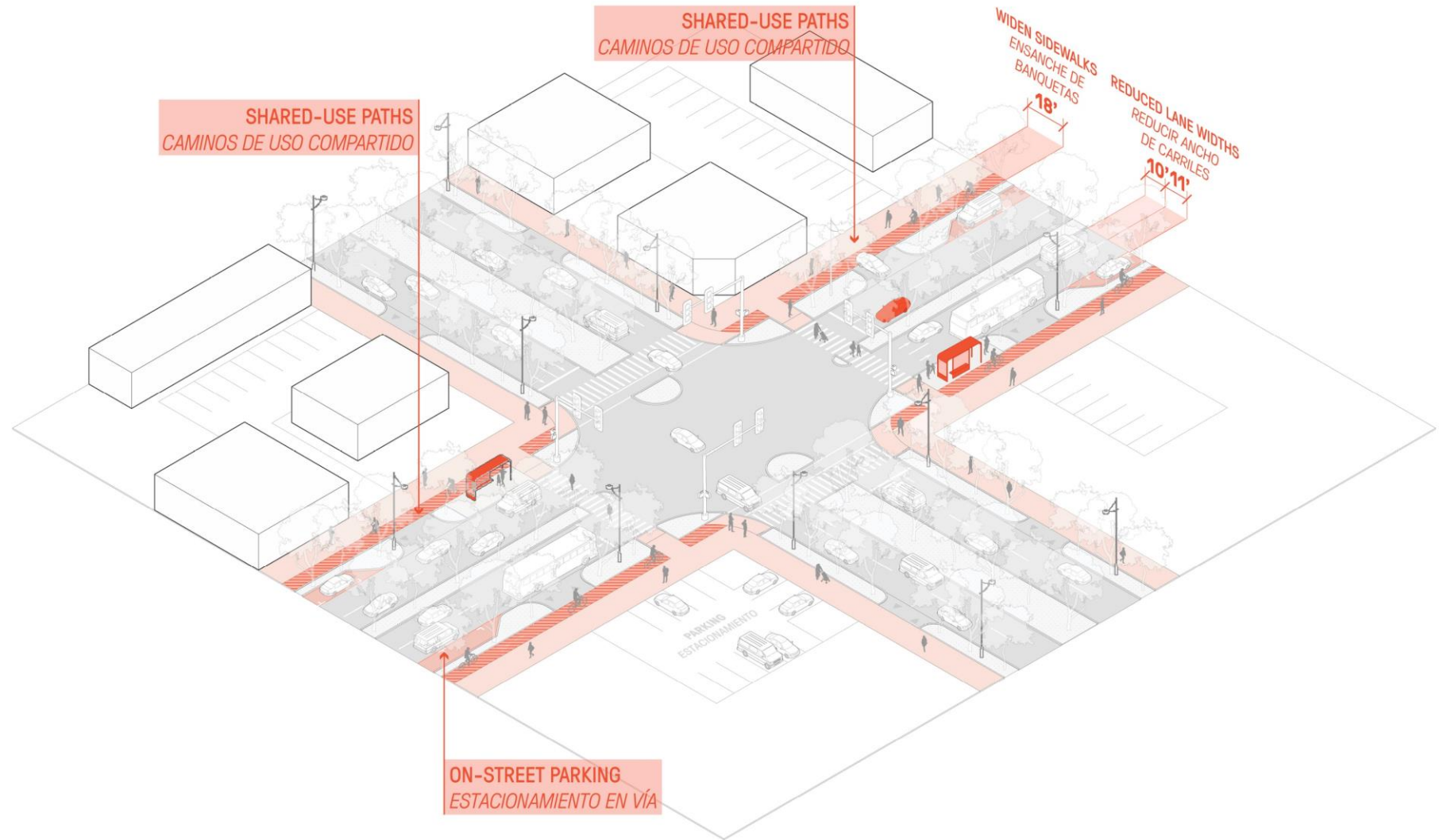
1



## REDUCE VEHICLE SPEEDS

In the City of Salinas, 53% of all collisions and 66% of collisions resulting in fatalities and severe injuries occur on streets with speeds of 35 mph or higher.

Narrow streets slow traffic by increasing drivers' perception of impediments to motion, therefore mitigate the potential severity of crashes.



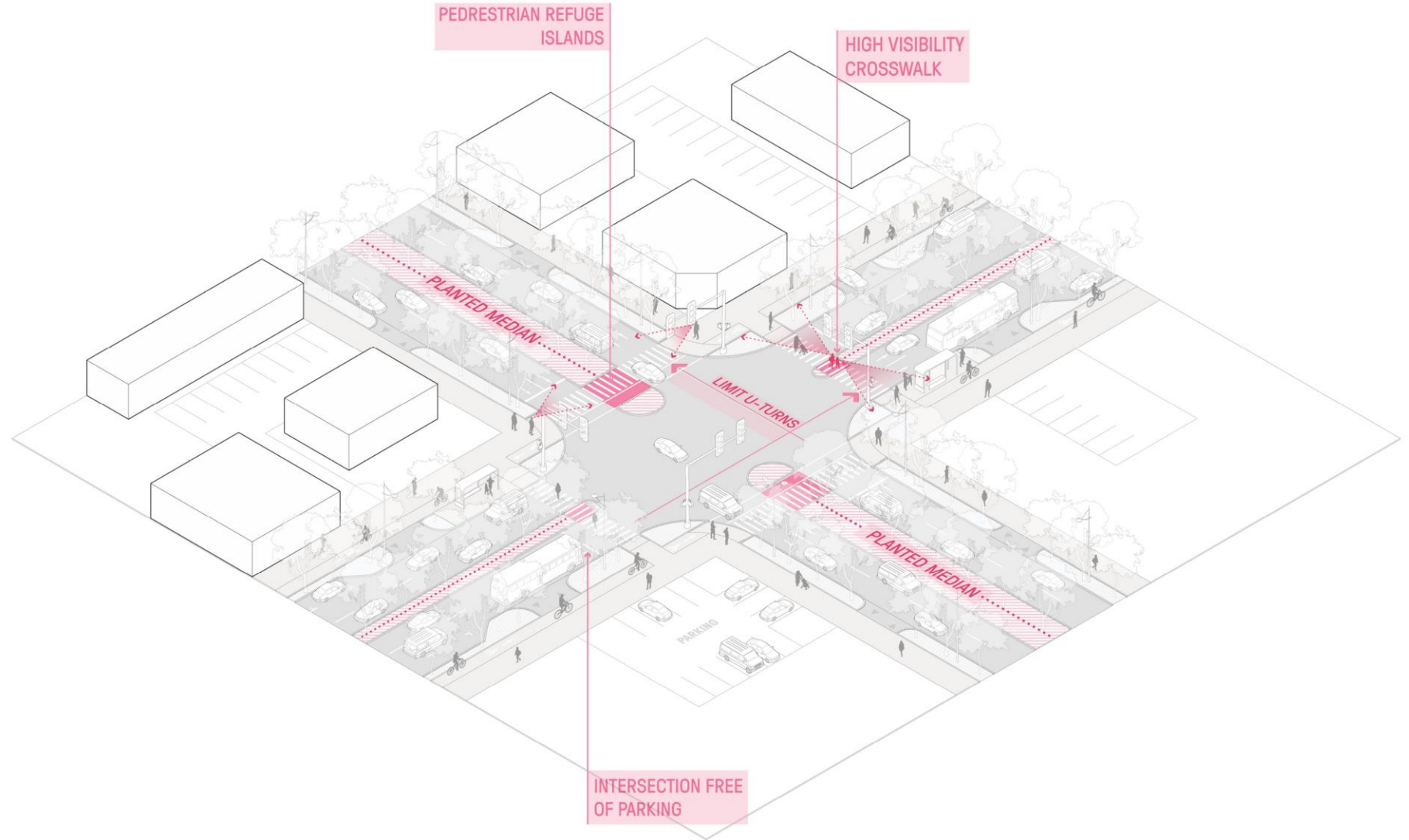
2



## CREATE SAFE STREETS FOR ALL

Medians and refuge islands have been shown to decrease the percentage of pedestrian crashes and casualties by 57–82 percent in the U.S.

75% of Salinas elementary, middle and high schools are within a quarter of a mile of the High Injury Network\*



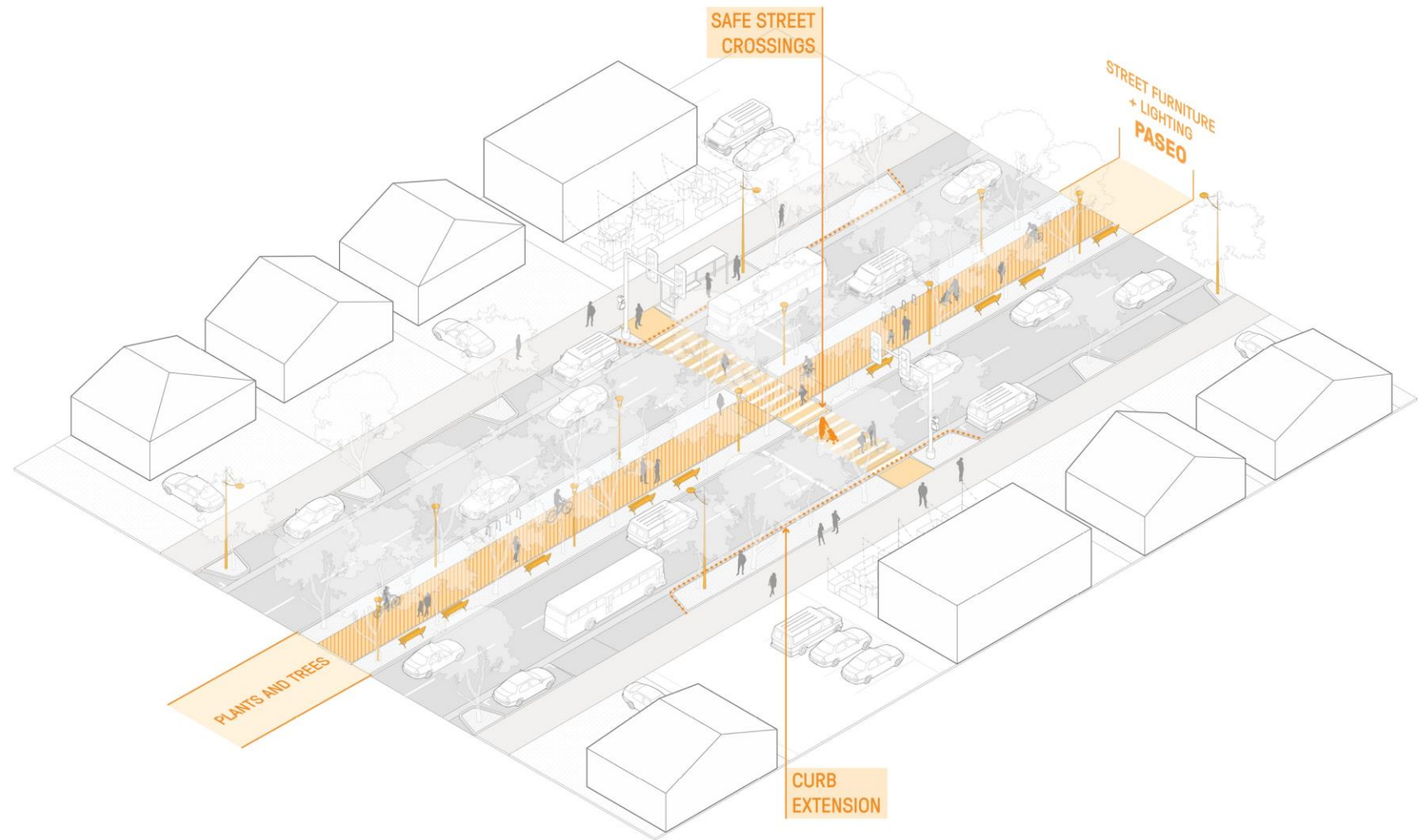




### IMPROVE THE PUBLIC REALM

People are more likely to walk and bike if there are safe and comfortable routes connected to key destinations.

The Alisal Vibrancy Plan and the General Plan Guiding Principles calls for street trees, wider sidewalks and new public gathering areas.



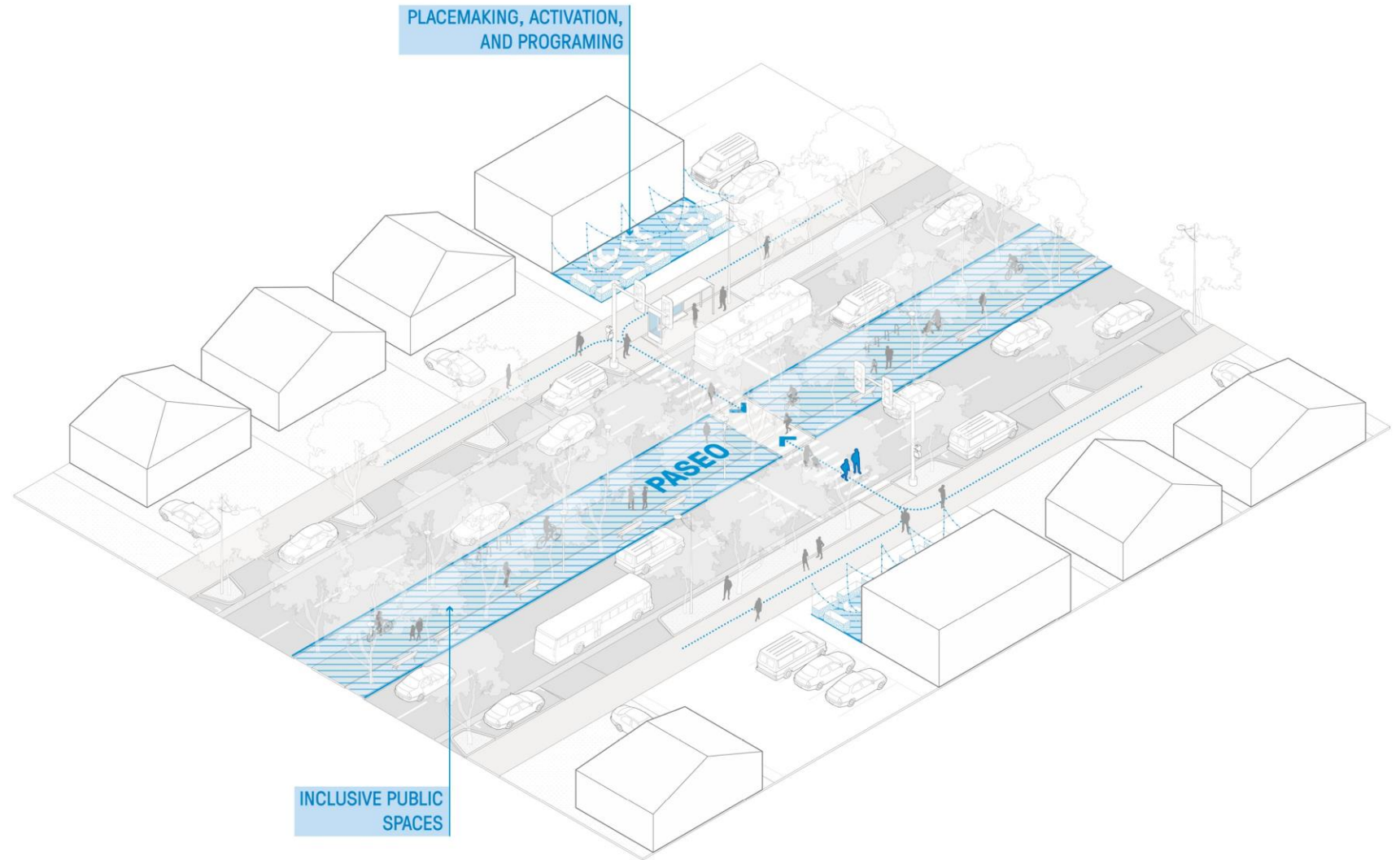
4



## FOSTER COMMUNITY SPACES

Active streets improves community health. Urban design alone add 90 minutes of physical activity built into your routine.

Neighborhoods with stronger walkability indices are associated with decreased property crime, murders, and violent crime.



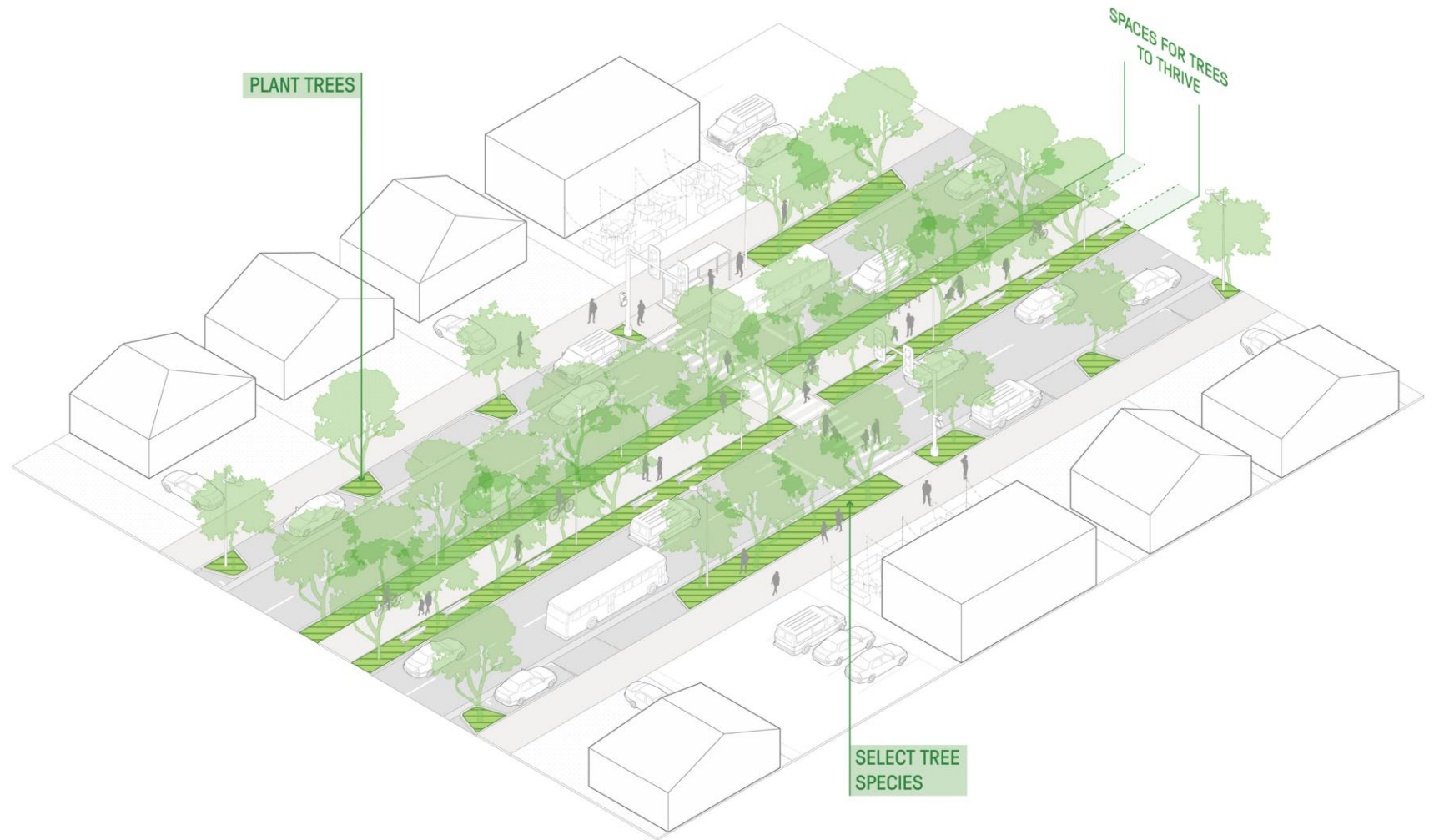




## EXPAND URBAN TREE CANOPY

Trees on streets provide shade, identity, and seasonal interest. They can also provide buffering and protection for pedestrians.

The presence of trees can reduce surface temperatures in urban areas by up to 20°F (11°C) and air temperatures by up to 10°F (5.5°C).

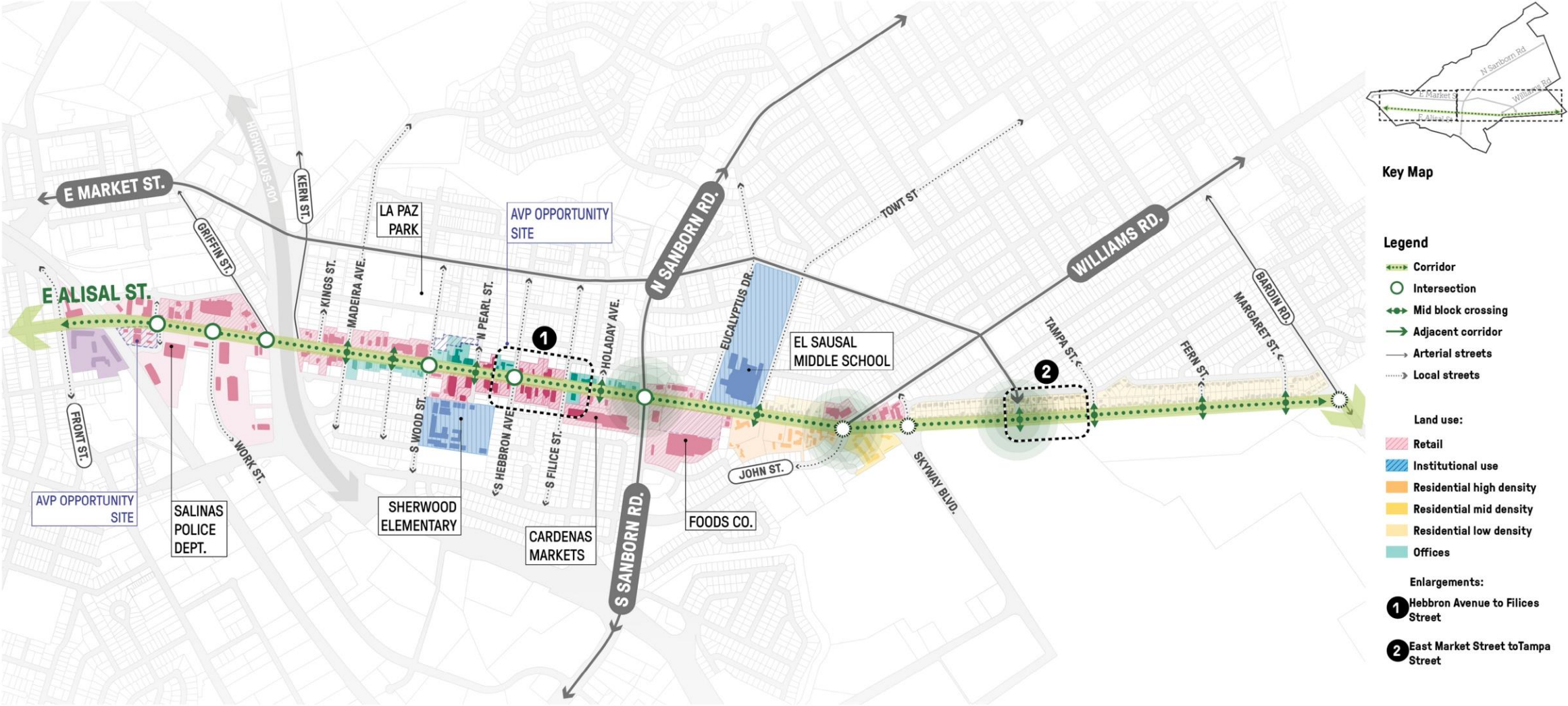


A light gray background map showing a dense urban street grid with various street patterns and intersections.

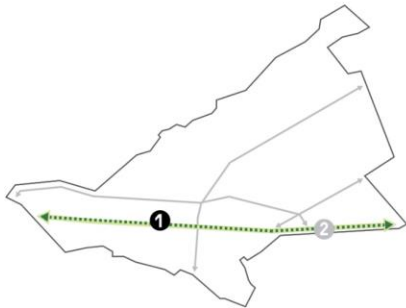
# Corridor Streetscape Improvements



# East Alisal Street: Overview



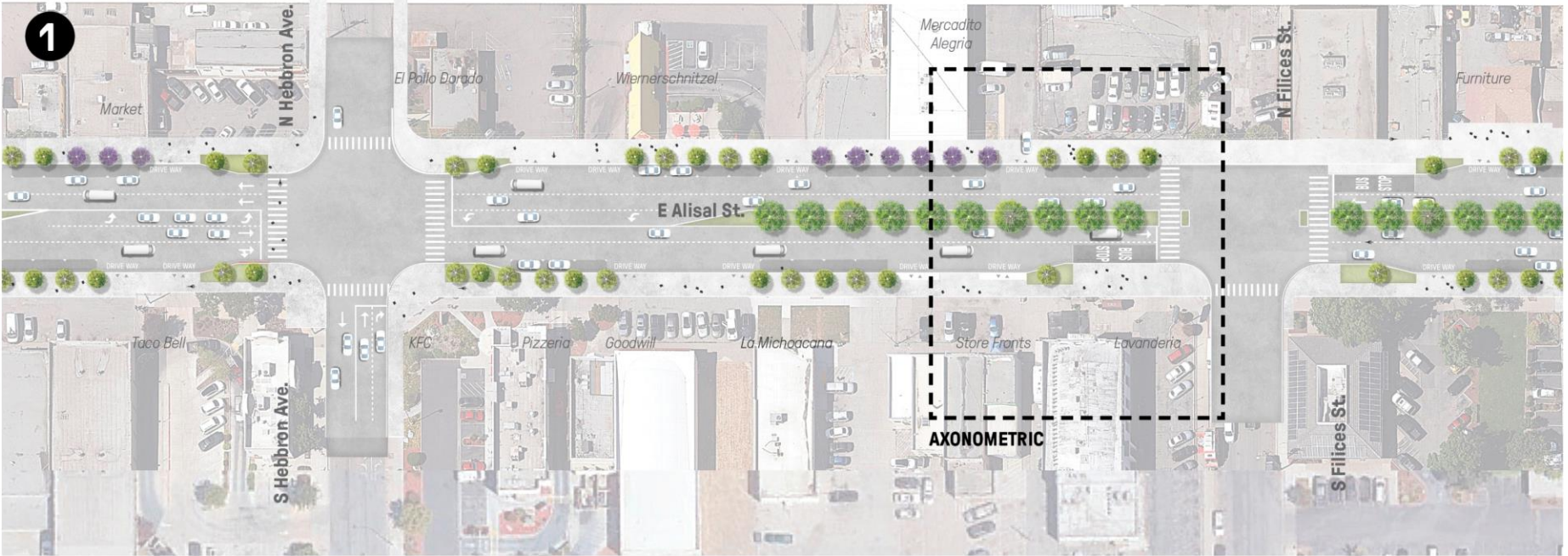
# East Alisal Street: Hebron Avenue and Felices Street



KEY MAP



HEBRON AVENUE AND FELICES STREET- EXISTING CONDITIONS

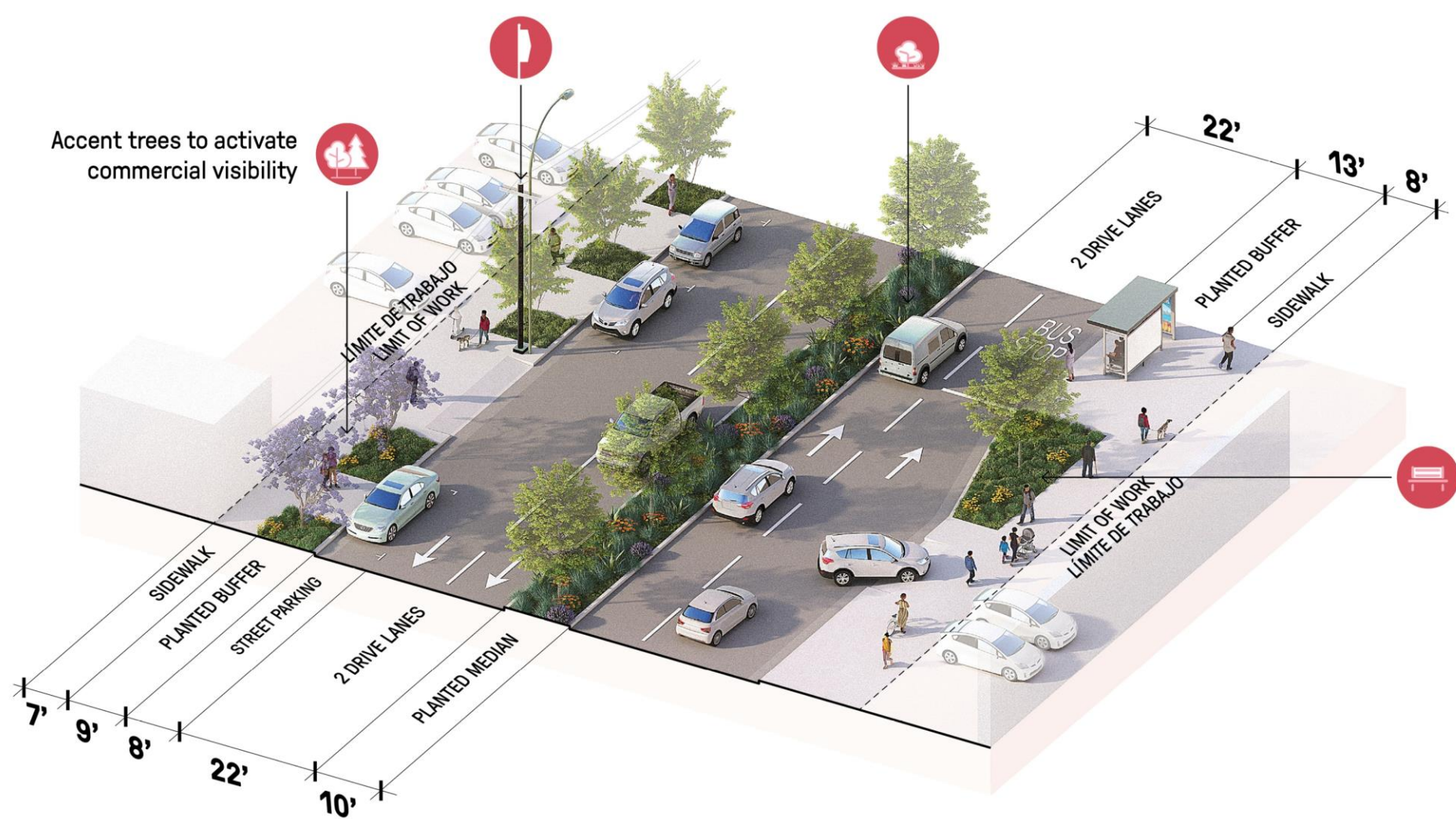


HEBRON AVENUE AND FELICES STREET- FOCUS AREA VISION





# East Alisal Street: Hebron Avenue and Felices Street



Sculptural and gateway trees



Understory planting



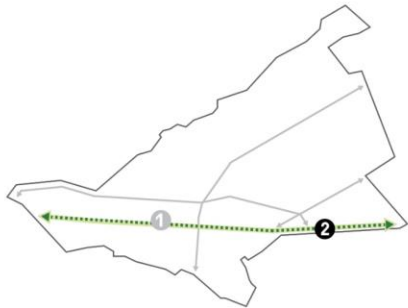
Understory planting



Accent seating



# East Alisal Street: East Market Street and Tampa Street



KEY MAP



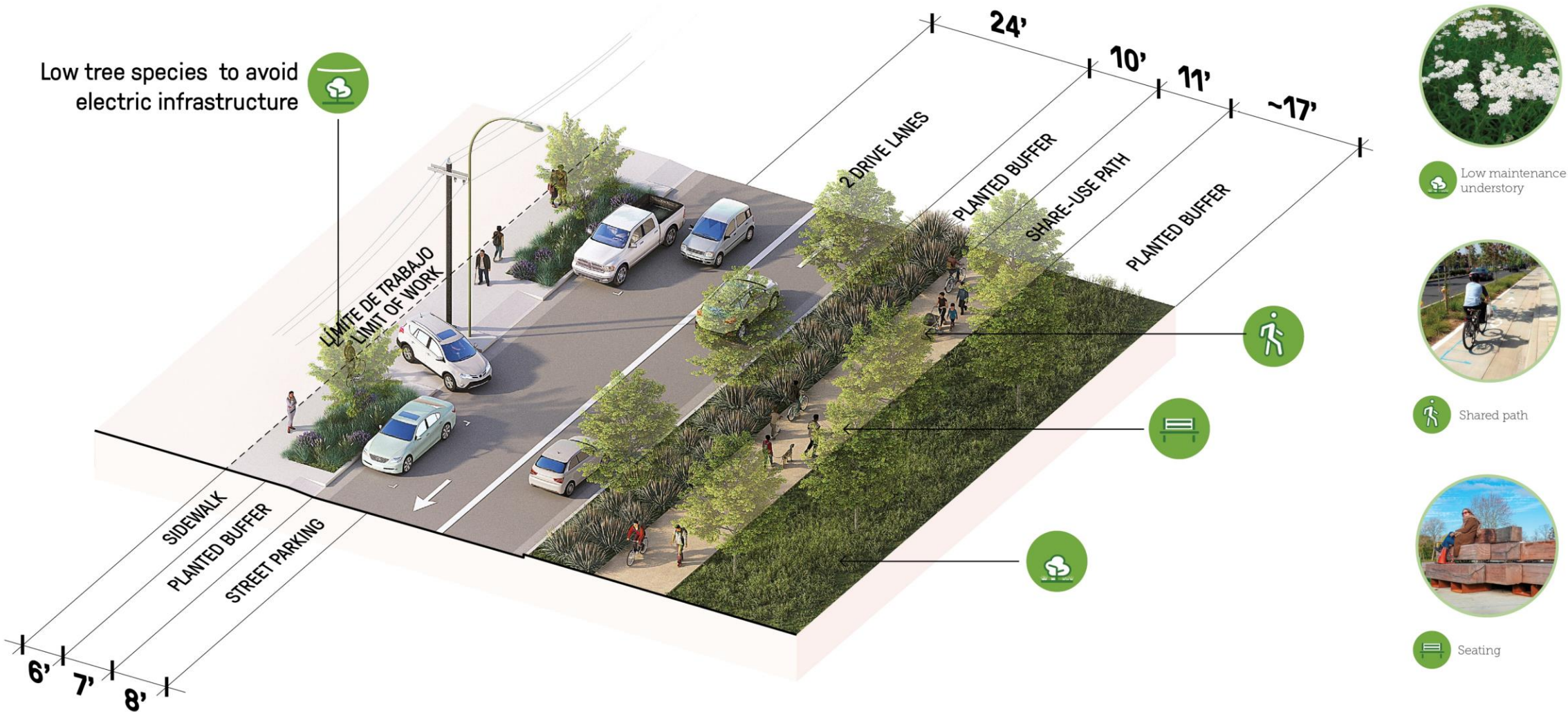
EAST MARKET STREET AND TAMPA STREET- EXISTING CONDITIONS



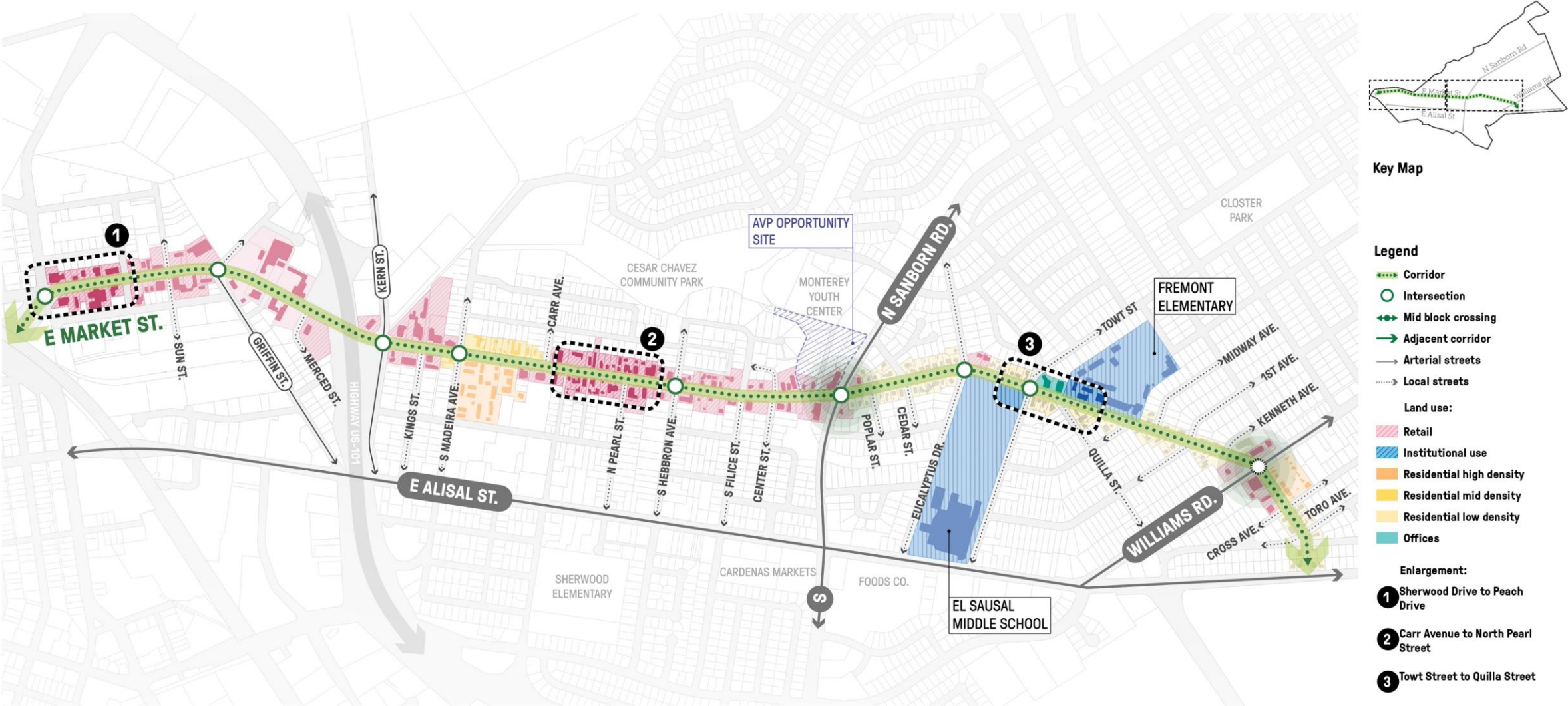
EAST MARKET STREET AND TAMPA STREET- FOCUS AREA VISION



# East Alisal Street: East Market Street and Tampa Street

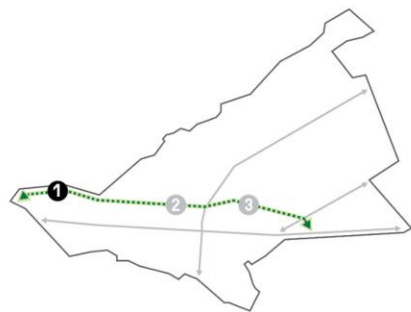


# East Market Street: Overview





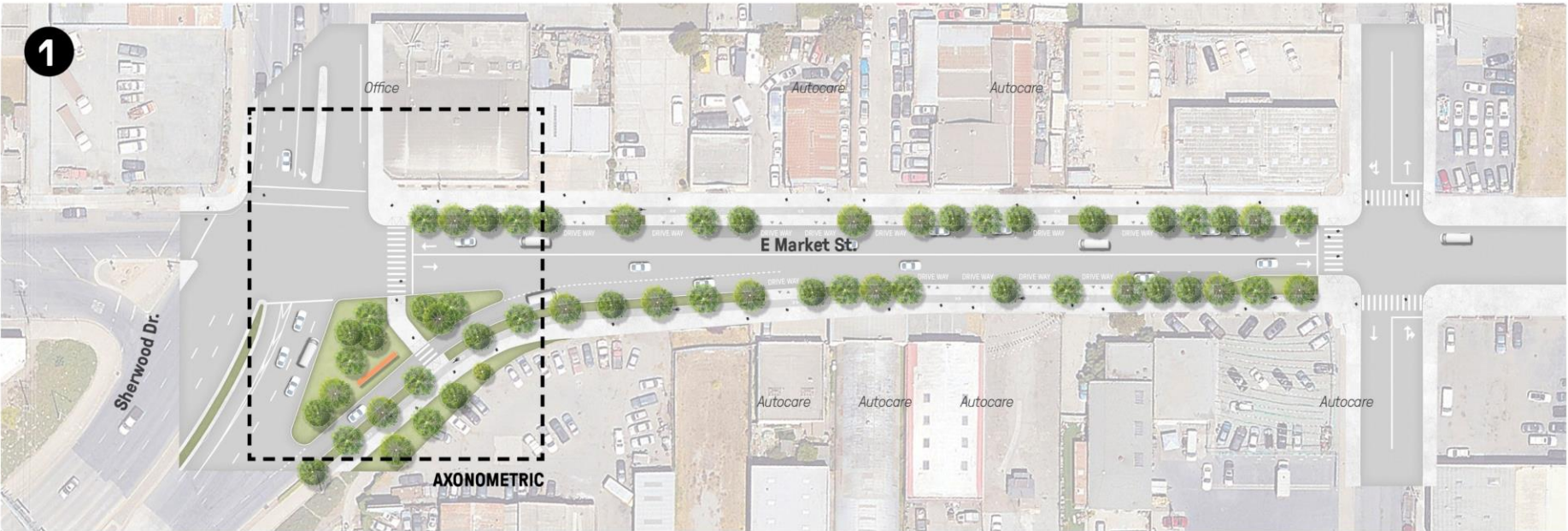
# East Market Street: Sherwood Drive and Peach Drive



KEY MAP



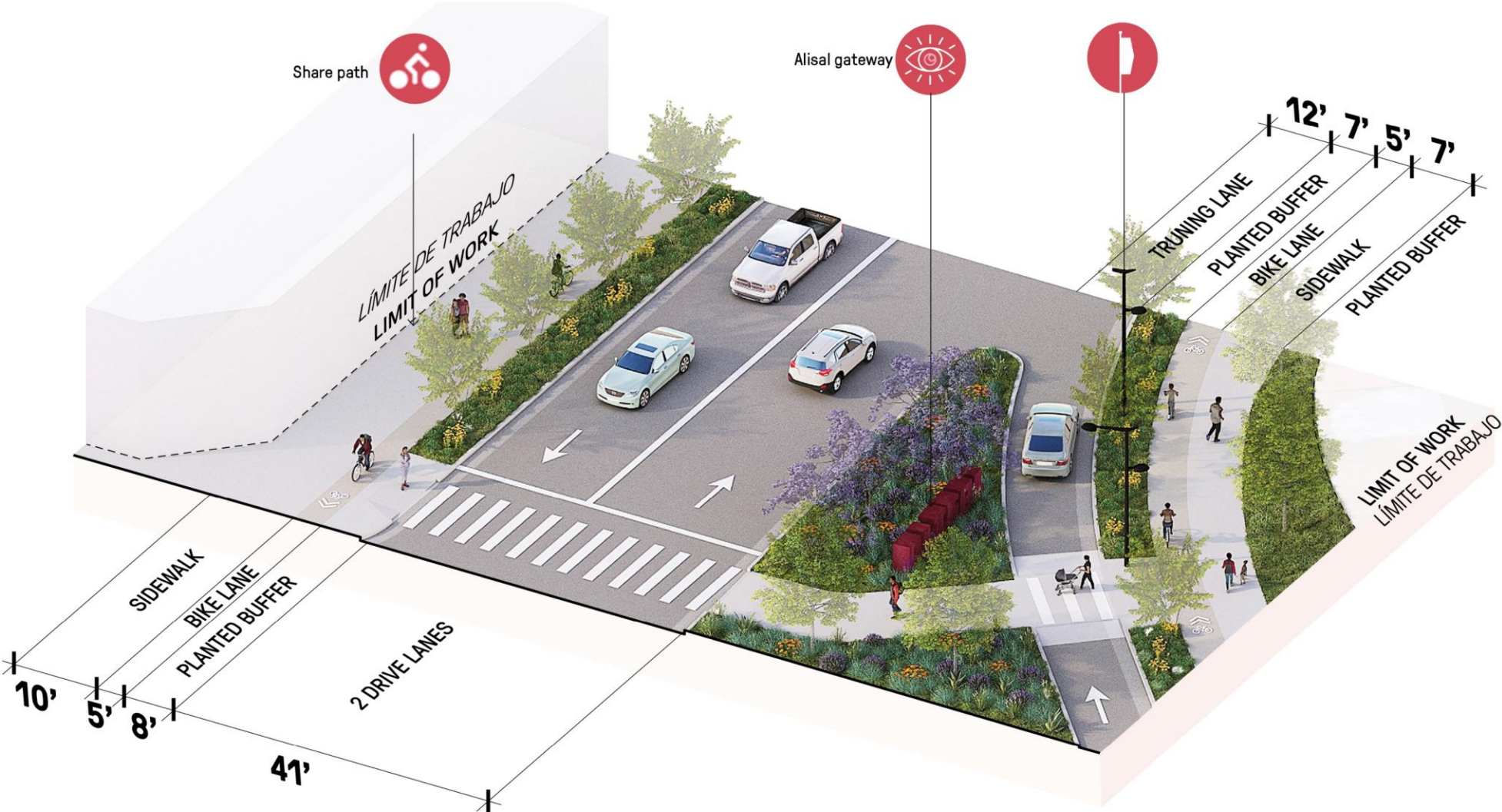
EAST MARKET STREET AND SHERWOOD DRIVE INTERSECTION - EXISTING CONDITIONS



EAST MARKET STREET AND SHERWOOD DRIVE INTERSECTION - FOCUS AREA VISION



# East Market Street: Sherwood Drive and Peach Drive



Canopy trees



Understory planting



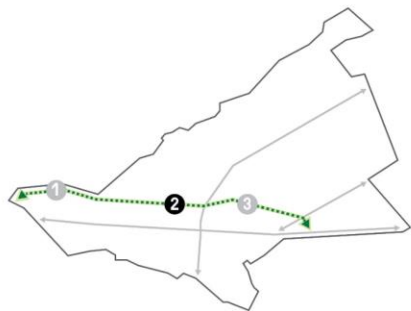
Alisal Gateway



Light pole banners



# East Market Street: Carr Avenue And North Pearl Street



KEY MAP



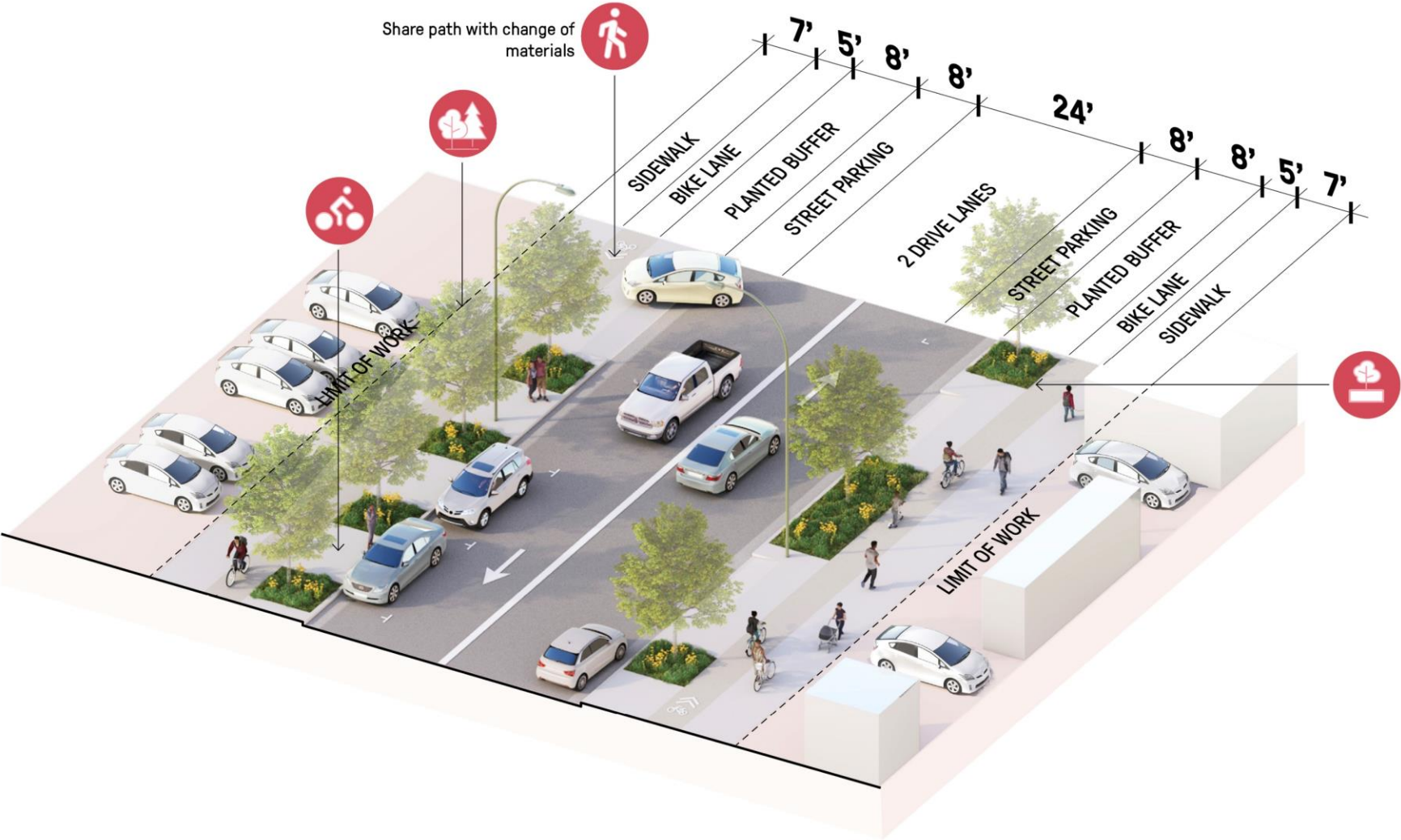
EAST MARKET STREET AND NORTH PEARL STREET INTERSECTION - EXISTING CONDITIONS



EAST MARKET STREET AND NORTH PEARL STREET INTERSECTION - FOCUS AREA VISION



# East Market Street: Carr Avenue And North Pearl Street



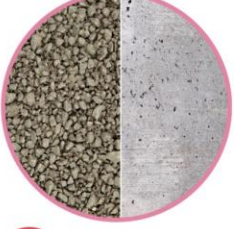
Canopy trees:  
Mexican Sycamore



Accent planters



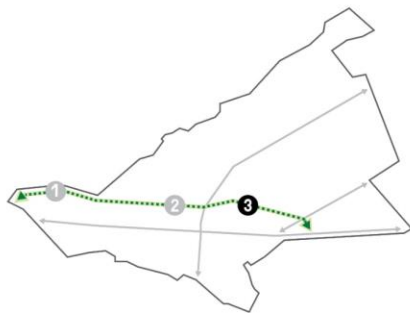
Bike racks



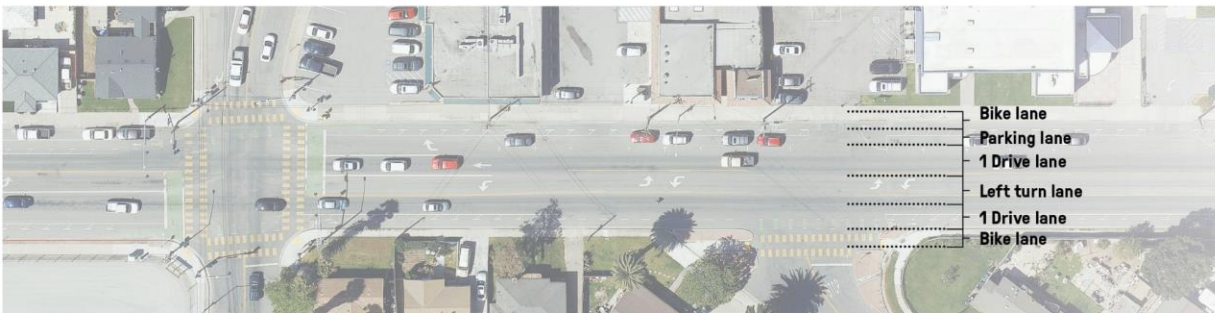
Share path with change  
of materials



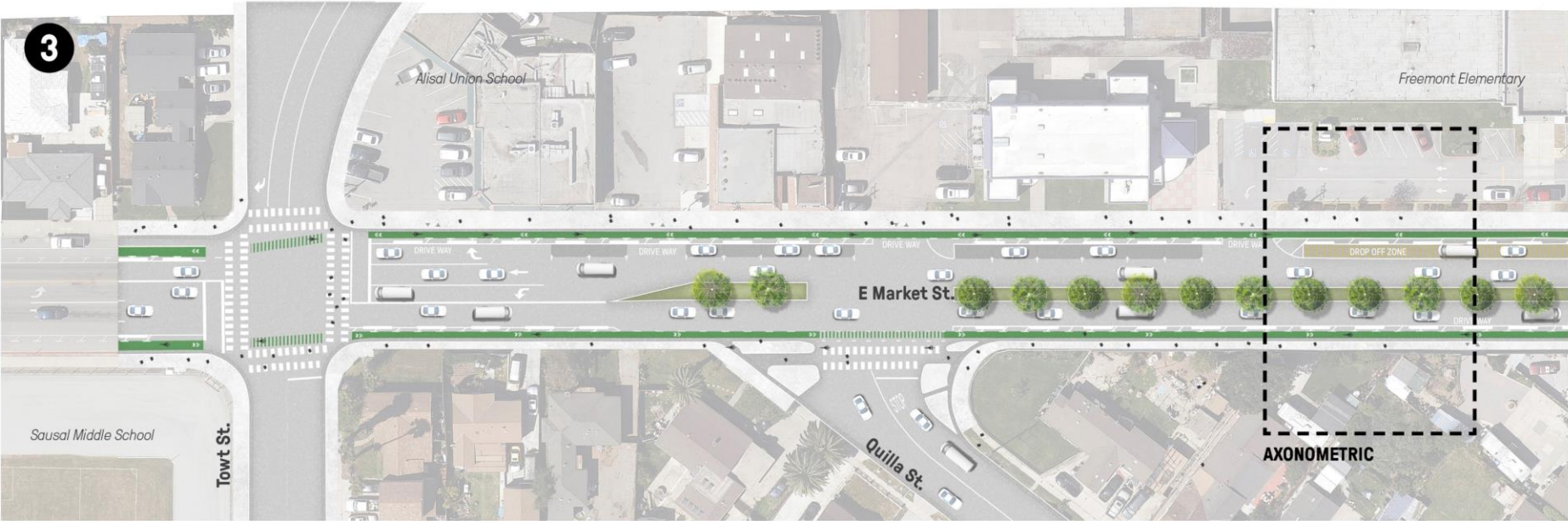
# East Market Street: Towt Street and Quilla Street



KEY MAP

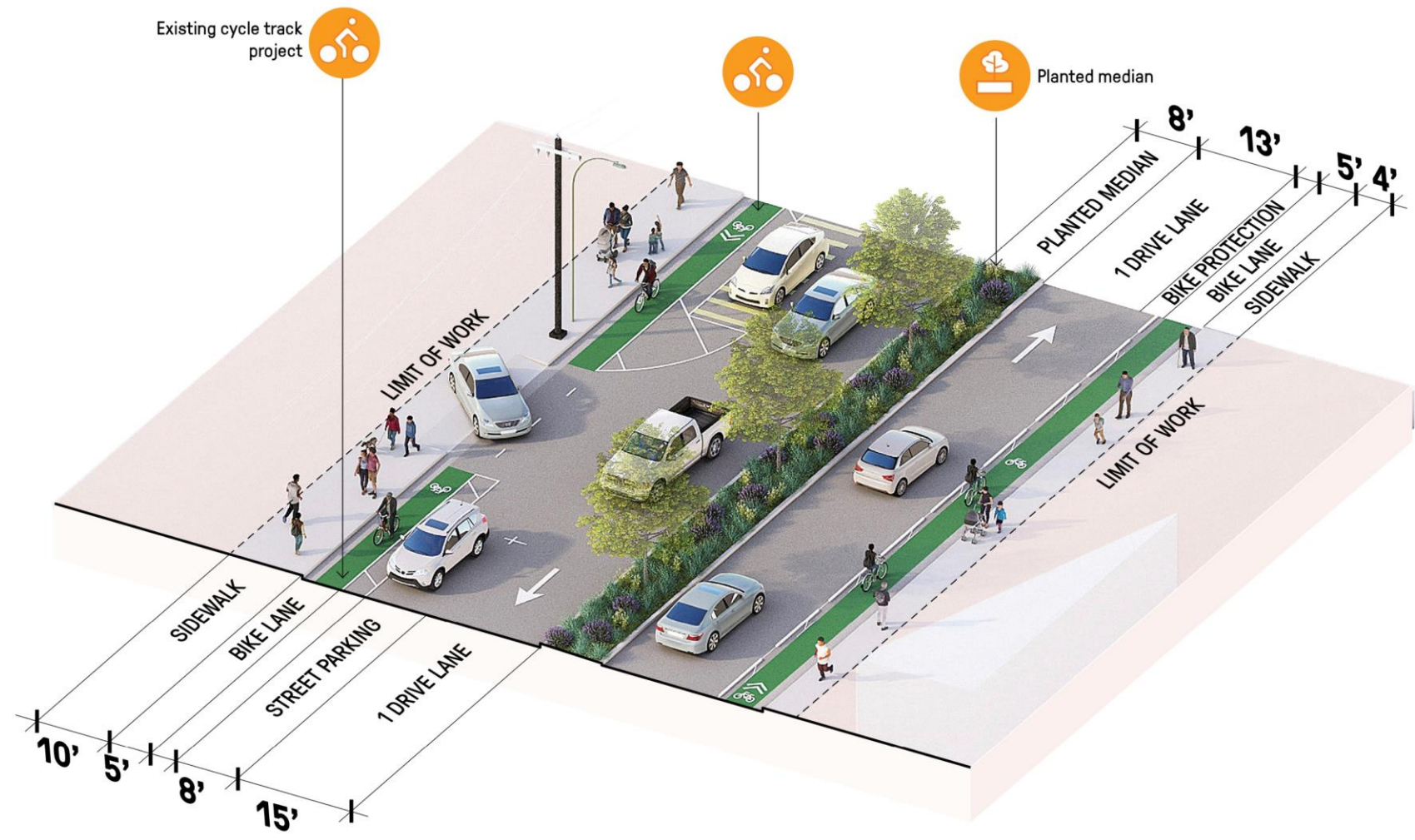


EAST ALISAL STREET & TOWT STREET INTERSECTION - EXISTING CONDITIONS



EAST ALISAL STREET & TOWT STREET INTERSECTION - FOCUS AREA VISION

# East Market Street: Towt Street and Quilla Street



Canopy trees:  
Mexican Sycamore



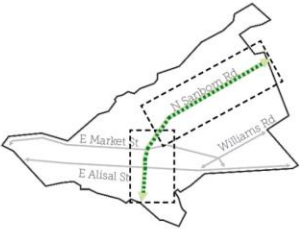
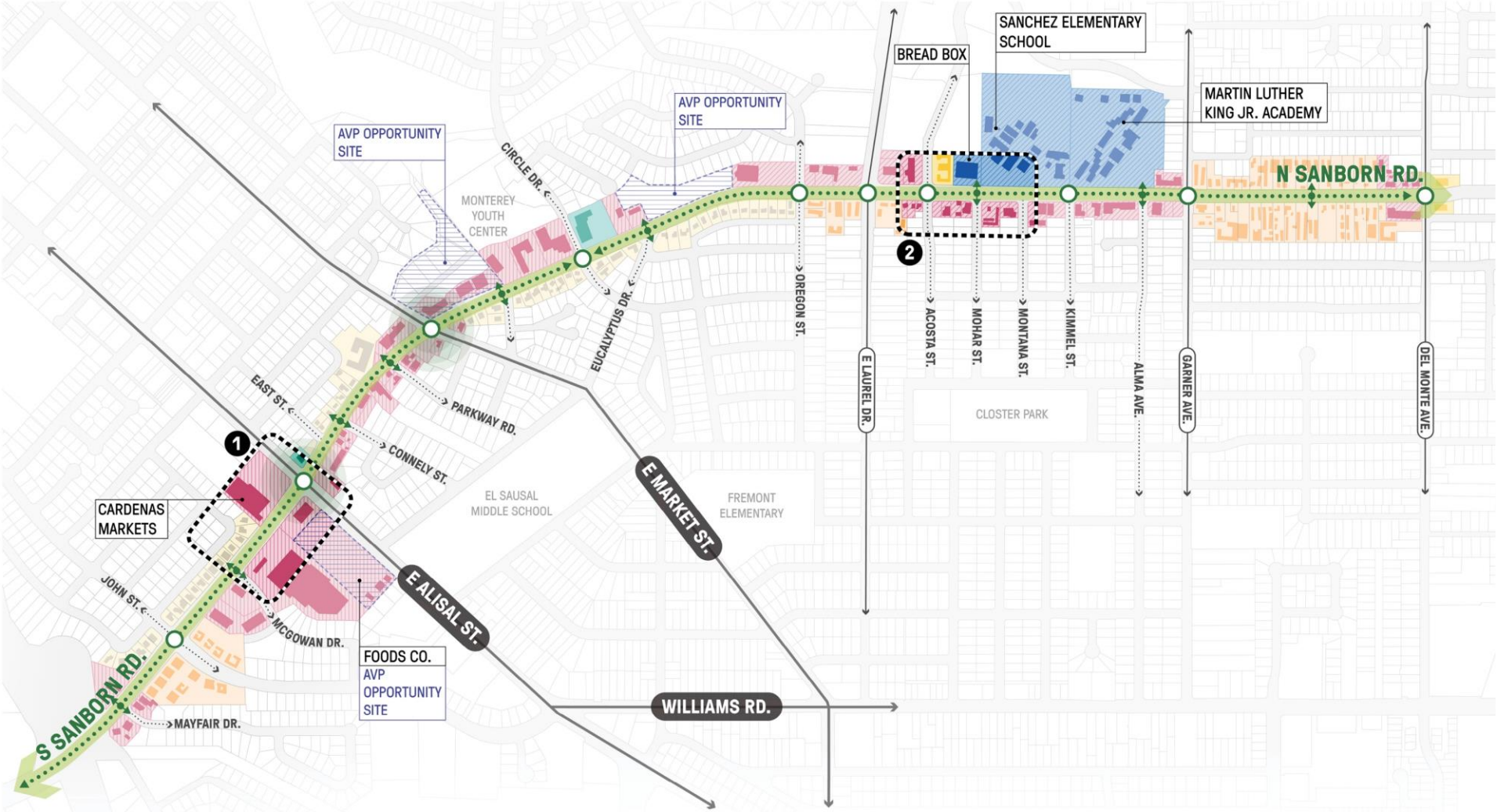
Understory  
planting



Bike lane



# Sanborn Road: Overview

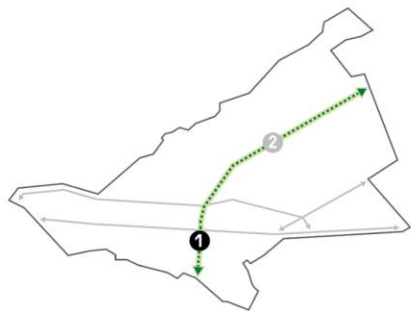


Key Map

### Legend

- Corridor
  - Intersection
  - Mid block crossing
  - Adjacent corridor
  - Arterial streets
  - Local streets
- Land use:
- Retail
  - Institutional use
  - Residential high density
  - Residential mid density
  - Residential low density
  - Offices
- Enlargement:
- 1 Acosta St to Montana St
  - 2 McGowan Dr to East Alisal St

# Sanborn Road: East Alisal Street and Sanborn Road



KEY MAP



EAST ALISAL STREET & SANBORN ROAD INTERSECTION - EXISTING CONDITIONS



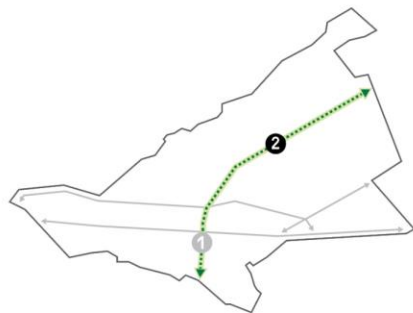
EAST ALISAL STREET & SANBORN ROAD INTERSECTION - FOCUS AREA VISION



**swa**



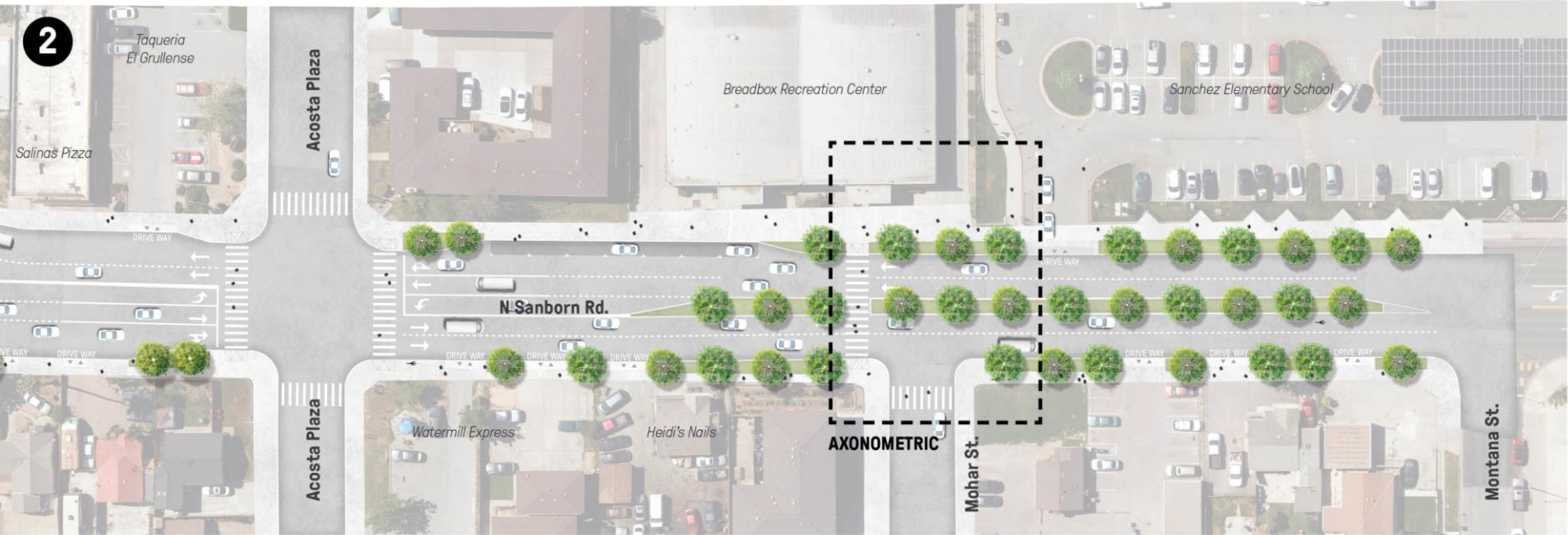
# Sanborn Road: Acosta Plaza and Montana Street



KEY MAP



SANBORN ROAD & ACOSTA PLAZA INTERSECTION - EXISTING CONDITIONS



SANBORN ROAD & ACOSTA PLAZA INTERSECTION - FOCUS AREA VISION





# Sanborn Road: Acosta Plaza and Montana Street



Tree species with fall interest



Crosswalk

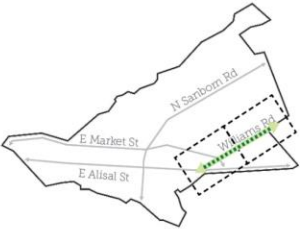
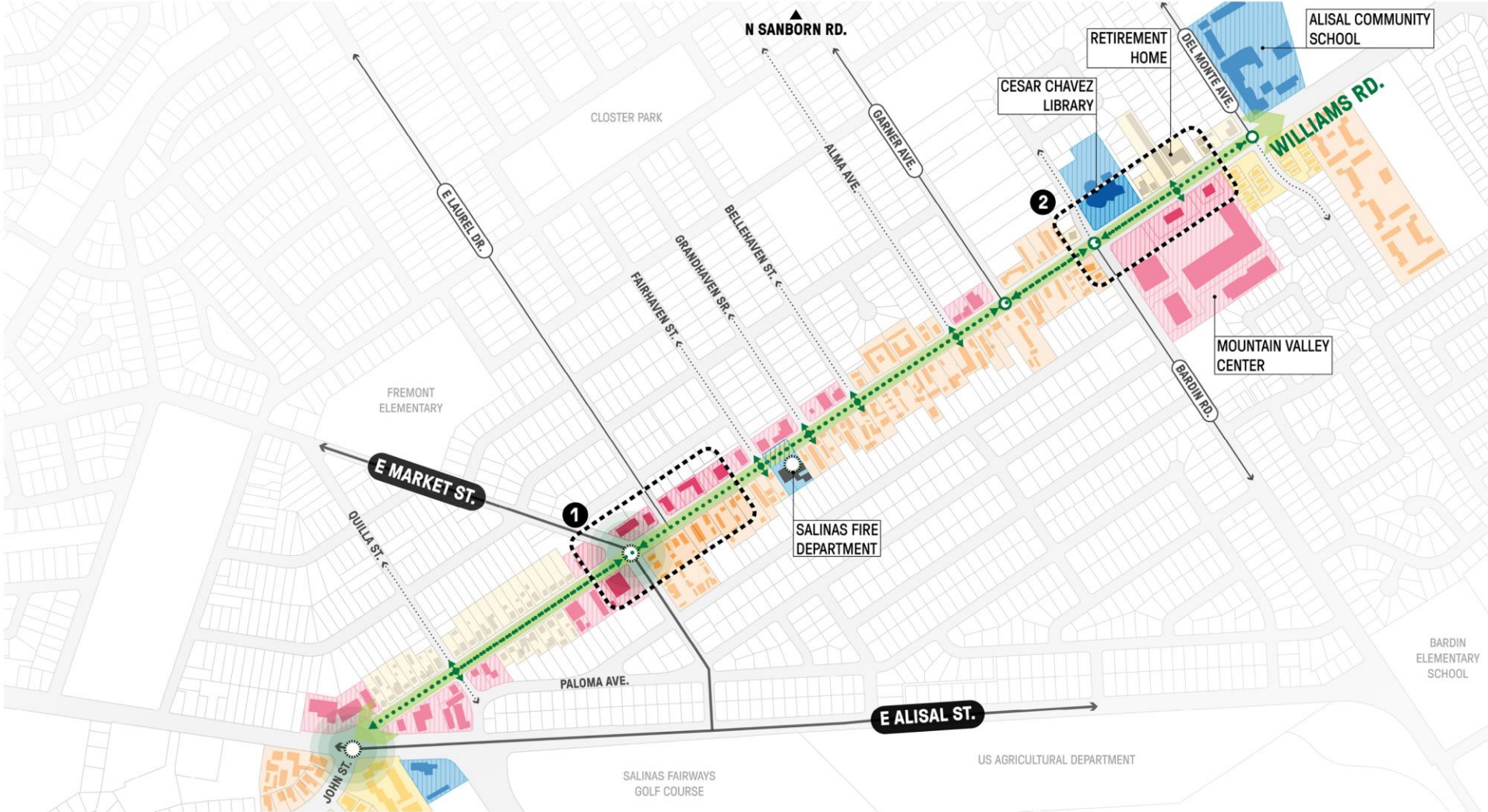


Specialty lighting at



Pavers

# Williams Road: Overview



Key Map

### Legend

- Corridor
  - Intersection
  - Mid block crossing
  - Adjacent corridor
  - Arterial streets
  - Local streets
- Land use:
- Retail
  - Institutional use
  - Residential high density
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  - Offices
- Enlargement:
- 1 Acosta St to Montana St
  - 2 Mc Gowan Dr to East Alisal St

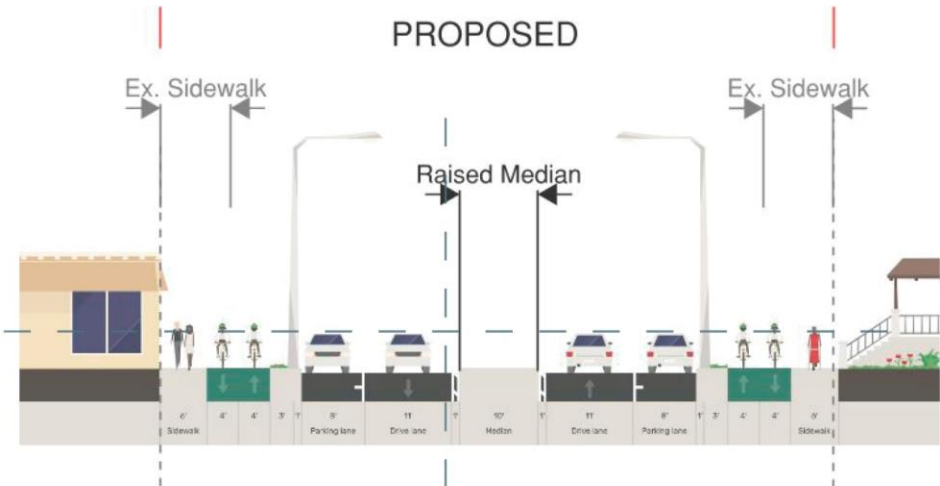


# Williams Road: Overview

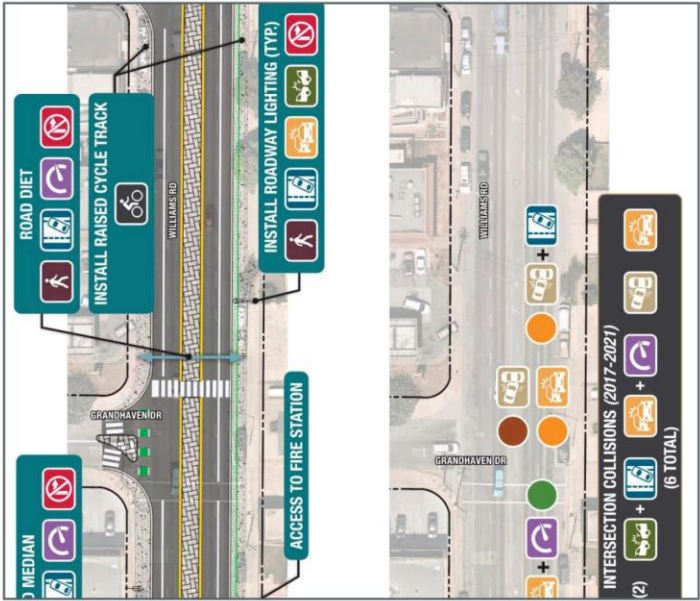
## \$16M IN GRANT FUNDING AWARDED

### BASE DESIGN

Approved Grant Funds



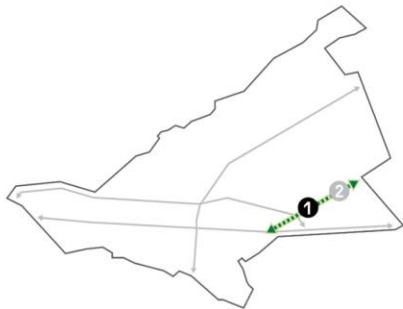
Cross Section  
Safety Countermeasures



Plan



# Williams Road: East Market Street and East Laurel Drive



KEY MAP



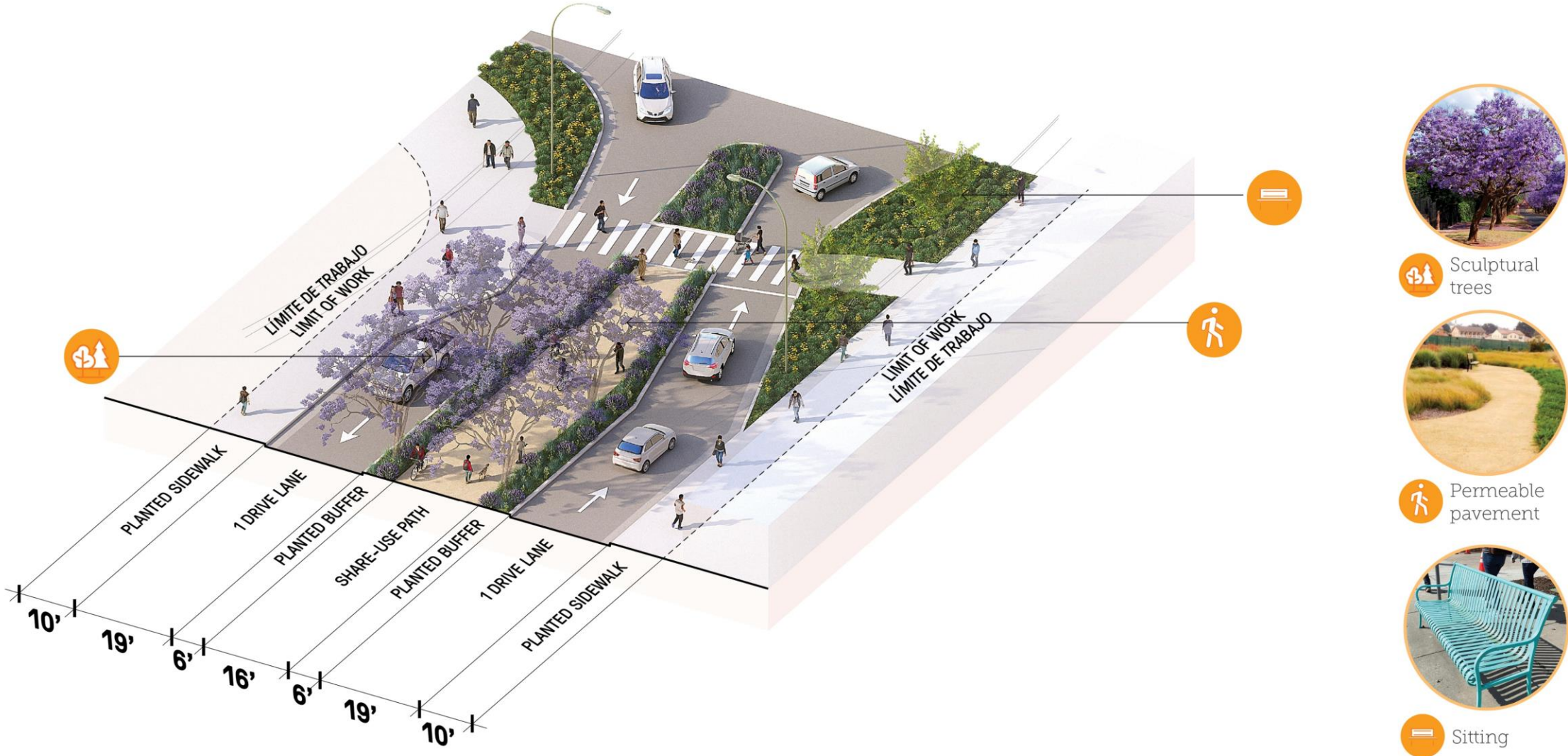
WILIAMS ROAD & EAST MARKET STREET INTERSECTION - EXISTING CONDITIONS



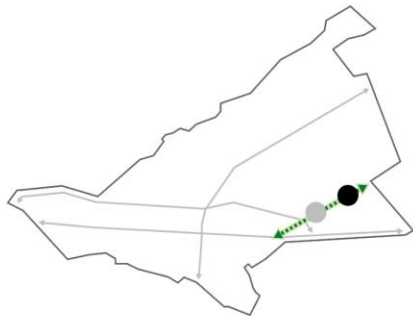
WILIAMS ROAD & EAST MARKET STREET INTERSECTION - FOCUS AREA VISION



# Williams Road: East Market Street and East Laurel Drive



# Williams Road: Bardin Road and Wiren Street



KEY MAP



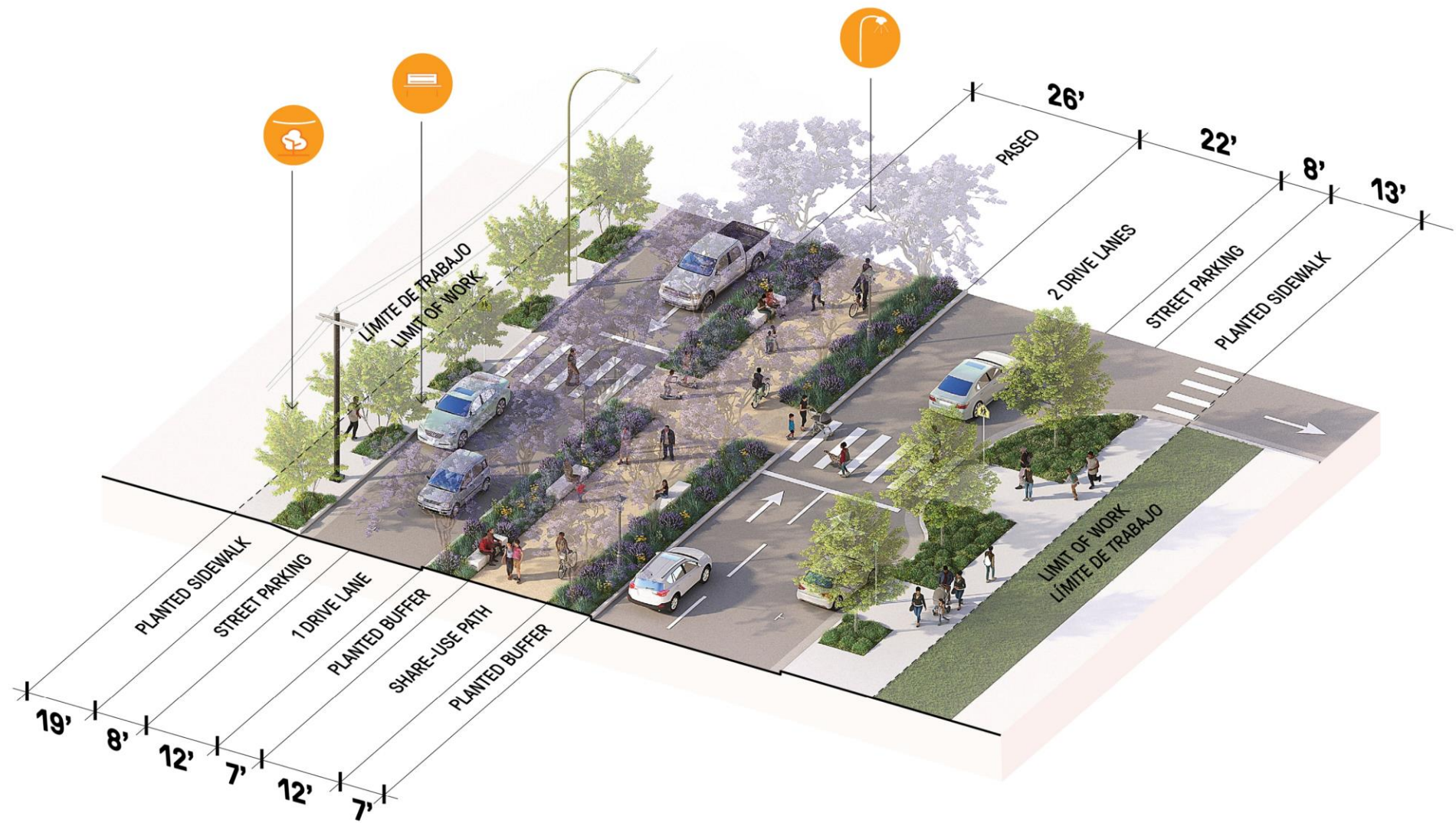
WILLIAMS ROAD & BARDIN ROAD - EXISTING CONDITIONS



WILLIAMS ROAD & BARDIN ROAD - FOCUS AREA VISION



# Williams Road: Bardin Road and Wiren Street



Pedestrian lighting poles



Trash can



Understory planting



Low tree species