



**CITY OF SALINAS  
COUNCIL STAFF REPORT**

---

**DATE:** JUNE 30, 2026

**DEPARTMENT:** ADMINISTRATION AND COMMUNITY DEVELOPMENT

**FROM:** LISA MURPHY, ASSISTANT CITY MANAGER  
LISA BRINTON, COMMUNITY DEVELOPMENT DIRECTOR

**BY:** GRANT LEONARD, PLANNING MANAGER  
NATHAN KIEU, DEPUTY DIRECTOR OF ECONOMIC DEVELOPMENT

**TITLE:** ALISAL VIBRANCY PLAN AND ALISAL MARKET PLACE UPDATE

RECOMMENDED MOTION:

No action is required. This Report presents information to the City Council regarding Alisal Vibrancy Plan implementation and activation strategies for development of the Alisal Market Place.

EXECUTIVE SUMMARY:

The Alisal Vibrancy Plan (AVP), adopted unanimously by the City Council in November 2019, provides a community driven framework to improve quality of life, strengthen cultural identity, and support long-term investment in East Salinas. Implementation has progressed steadily since 2019 through a combination of capital projects, neighborhood revitalization efforts, and cross departmental collaboration. Following the City Council's October 12, 2021 adoption of the AVP Implementation Plan and budget, this report provides a summary of completed, ongoing, and future projects, an updated implementation matrix, and a status overview of major initiatives in five priority areas: Appearance, Cleanliness, Safety & Infrastructure, Parks & Open Space, and Economic Development. The Alisal Marketplace (Marketplace) is the primary catalyst zone for economic development identified in the Alisal Vibrancy Plan. The Marketplace concept envisions a more walkable, community centered commercial corridor that includes retail centers, spaces for local entrepreneurs, and vendors.

BACKGROUND:

**Alisal Vibrancy Plan Overview**

The AVP is an action oriented, comprehensive strategy for the East Salinas community, developed through extensive engagement with residents, businesses, faith-based organizations, and

community partners. The Plan addresses longstanding underinvestment and outlines a shared vision built on the cultural, social, and economic strengths of the Alisal.

The AVP includes topic areas such as:

- Land Use & Design
- Housing & Neighborhoods
- Economic & Workforce Development
- Community Health & Safety
- Transportation & Infrastructure
- Youth, Arts, Parks, Recreation & Enrichment

The Alisal Vibrancy Plan is action driven and contains efforts that could span 10 to 15 years. Each chapter identifies community defined priorities and includes short, mid, and long-term actions. Chapter 10 contains an implementation matrix that highlights immediate steps for the first one to two years and identifies potential funding sources and partnership models.

Figure 1.1 Alisal Vibrancy Plan Area



### AVP Implementation Plan and Budget

In October 2021, City staff presented the first structured AVP Implementation Plan to the City Council, along with a budget framework using approximately \$3 million in FY 2021–22 CIP funds to initiate immediate and short-term projects. The 2021 plan established a visual, priority-based

format, including a dashboard style progress table and spending summary, which continues to guide implementation updates.

The AVP's short-term focus included:

- Improving neighborhood appearance and cleanliness
- Enhancing public safety and mobility infrastructure
- Expanding parks and open space investment
- Supporting early economic development activities in the Alisal

### **Implementation Progress**

Since adoption in 2019, the City has completed numerous high impact projects across appearance, safety, mobility, and recreation. Achievements include completion and opening of the new Hebron Family Center, renovations to Cesar Chavez Park, corridor lighting improvements, tree planting, public art, district identity branding, community cleanups, and expanded walking and biking infrastructure. Multiple additional projects, ranging from park improvements to Safe Routes to School projects and the Alisal Streetscape Master Plan, are underway. These efforts reflect sustained collaboration with the Alisal Vibrancy Plan Implementation Committee, which meets quarterly to provide input on new and ongoing projects.

Based on both the 2019 AVP and the 2021 Implementation Plan, AVP implementation continues to center on the following five priority areas:

1. Appearance
2. Cleanliness
3. Safety & Infrastructure
4. Parks & Open Space
5. Economic Development

These categories provide the organizational structure for the updated Status of Implementation Priorities Summary Table and Chapter 10: Implementation Status Summary Table provided below. A more detailed updated Chapter 10 Short-term Priority Tasks Matrix is attached to this report. It incorporates completed tasks, updated timelines, project leads, and priority alignment, consistent with the visual and tabular structure introduced through the 2021 Implementation Plan.

## Status of Implementation Priorities Summary Table

2025-2026 AVP Implementation Activities	
Appearance	<ul style="list-style-type: none"> <li>• Awarded ~\$800,000 for beautification through public art (murals, signage, district identifiers, and a gateway monument) designed by local and youth artists along E. Alisal Street, at Closter Park, and in front of the Breadbox and Firehouse recreation centers. (Caltrans Clean California Grant)               <ul style="list-style-type: none"> <li>○ Installation of the new Mural at the Closter Park Boxing Club - estimated to be completed by September 2026. (Caltrans Clean California Grant)</li> <li>○ Completed the selection process for artist to construct new monument sculpture in the East Alisal St./Skyway Blvd. Roundabout – estimated to be completed by September 30, 2026. (Caltrans Clean California Grant)</li> <li>○ Installed 20 new banners along East Alisal St. – May 2026. (Caltrans Clean California Grant)</li> <li>○ Installed 28 new artistic wraps on East Alisal St. trash and recycling receptacles – March 2026. (Caltrans Clean California Grant)</li> </ul> </li> </ul>
Cleanliness	<ul style="list-style-type: none"> <li>• Continued the annual contract with Hope Services to provide clean-up services along commercial corridors in the Alisal</li> <li>• Installed 30 new trash and recycling receptacles along E. Alisal Street - completed January/February 2025. (Caltrans Clean California Grant)</li> </ul>
Safety and Infrastructure	<ul style="list-style-type: none"> <li>• Completed design work for the Williams Rd. Safe Street Corridor Project – funded with a \$16 million Federal Safe Streets for All grant.</li> <li>• Completed design work for the John St. And Williams Road Safe Routes to School Project and Programing – funded by a \$7 million State Active Transportation grant.</li> <li>• Lighting review and analysis - A draft of the study was completed in August 2025 and it's still in draft form. Public works then selected Roosevelt as the first phase. Roosevelt design was completed in February 2026</li> <li>• Funded purchase and installation of cameras for Human Trafficking and Prostitution Response – January 2026</li> <li>• Completed Draft Photometric Assessment (August 2025)</li> <li>• Completed Design for Phase I at Kern and Roosevelt (February 2026)</li> <li>• MST East Alisal St. Bus Rapid Transit Study – partnering with MST to evaluate the feasibility of Bus Rapid Transit services in the Alisal. Anticipated completion of plan by Fall 2026.</li> <li>• Prepared Alisal Streetscape Master Plan (January 2025). Plan is on hold pending final designs for Williams Road.</li> </ul>
Parks and Open Space	<ul style="list-style-type: none"> <li>• Completed new Hebbbron Family Center which opened to the public on January 31, 2026.</li> <li>• Construction of Closter Park Improvements is on-going with estimated completion by end of summer 2026.</li> </ul>

	<ul style="list-style-type: none"> <li>• Construction contract El Gabilan Park Improvements awarded in spring of 2026 with construction estimated to begin by summer 2026.</li> </ul>
Economic Development	<ul style="list-style-type: none"> <li>• Continuing to provide Commercial Façade Improvements grant and marketing and technology grants to qualifying businesses in the Alisal, with 11 applications received to date. A total of \$40,000 has been issued for payment, and \$118,000 of funding has been reserved for four applicants pending permits.</li> </ul>

**Chapter 10: AVP Implementation Status Summary Table**

Summary of AVP Accomplishments 2020-2026	
<i>Land Use &amp; Urban Design</i>	<ul style="list-style-type: none"> <li>• Partnered with the Housing Authority of Monterey County on development of affordable housing at the City’s Division Street property.</li> <li>• Completed the Alisal District Identity Master Plan and adopted by City Council on November 19, 2024.</li> </ul>
<i>Housing and Neighborhood</i>	<ul style="list-style-type: none"> <li>• Continued to promote and support ADU development with pre-approved plans and reduced fees.</li> <li>• Proposed a new land use classification in the draft Visión Salinas 2040 General Plan that will allow increased density and more mixed-use areas in the Alisal and throughout the City. Additionally, the Alisal Market Place has its own unique mixed use Place Type designation, consistent with past planning efforts. General Plan anticipated to be adopted in 2027.</li> </ul>
<i>Economic and Workforce Development</i>	<ul style="list-style-type: none"> <li>• Hired a Business Navigator (November 2020).</li> <li>• Launched Bilingual Small Business Hotline (April 2020).</li> <li>• Established Small Business Technology and Marketing grant programs (August 2023).</li> <li>• Established the Commercial Facade Improvement Pilot Program and the Business Technology and marketing grant programs (October 2025).</li> </ul>
<i>Community Health &amp; Safety</i>	<ul style="list-style-type: none"> <li>• County completed new County Behavior Health Clinic (of N. Sanborn Street and Circle Drive) in 2025.</li> </ul>
<i>Transportation and Infrastructure</i>	<ul style="list-style-type: none"> <li>• Completed E. Laurel Drive Pedestrian Improvements Project.</li> <li>• Completed Safe Routes to School educational programming and installation of Sidewalk Art along school walking routes (2023-25).</li> </ul>

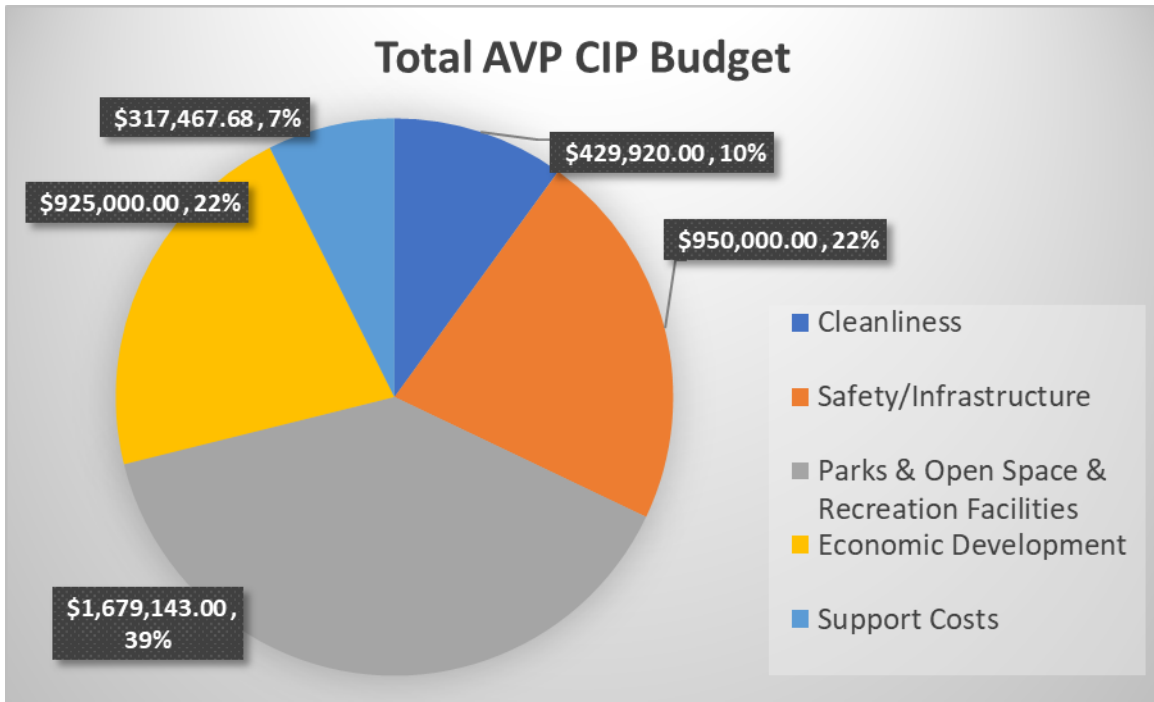
	<ul style="list-style-type: none"> <li>• Completed Clean California infrastructure improvements to sidewalks on East Alisal Street and Sanborn Road, including installation of a new sidewalk patio area for the Bread box (2025).</li> <li>• Completed East Market Street Cycle Track (2024).</li> <li>• Secured \$16 million Federal Safe Streets for All grant funding to fund the Williams Road Safe Street Corridor Project (2024).</li> <li>• Secured \$7 million Active Transportation Grant for the John Street and Williams Road Safe Routes to School Project and Programing (2025).</li> <li>• Lighting review and analysis - A draft of the study was completed in August 2025 and it's still in draft form. Public works then selected Roosevelt as the first phase. Roosevelt design was completed in February 2026.</li> </ul>
<i>Youth, Art, Parks, Recreation &amp; Enrichment</i>	<ul style="list-style-type: none"> <li>• Launched Amor Salinas September 2021.</li> <li>• Completed the Hebbroon Family Center rebuild (2025).</li> <li>• Installed multiple murals at the Bread Box and the U.S. 101 underpasses (2024).</li> </ul>

**Implementation Budget**

Following adoption of the AVP, the City Council appropriated approximately \$5.4 million Measure G funding for AVP implementation as part of the Capital Improvement Program (CIP).

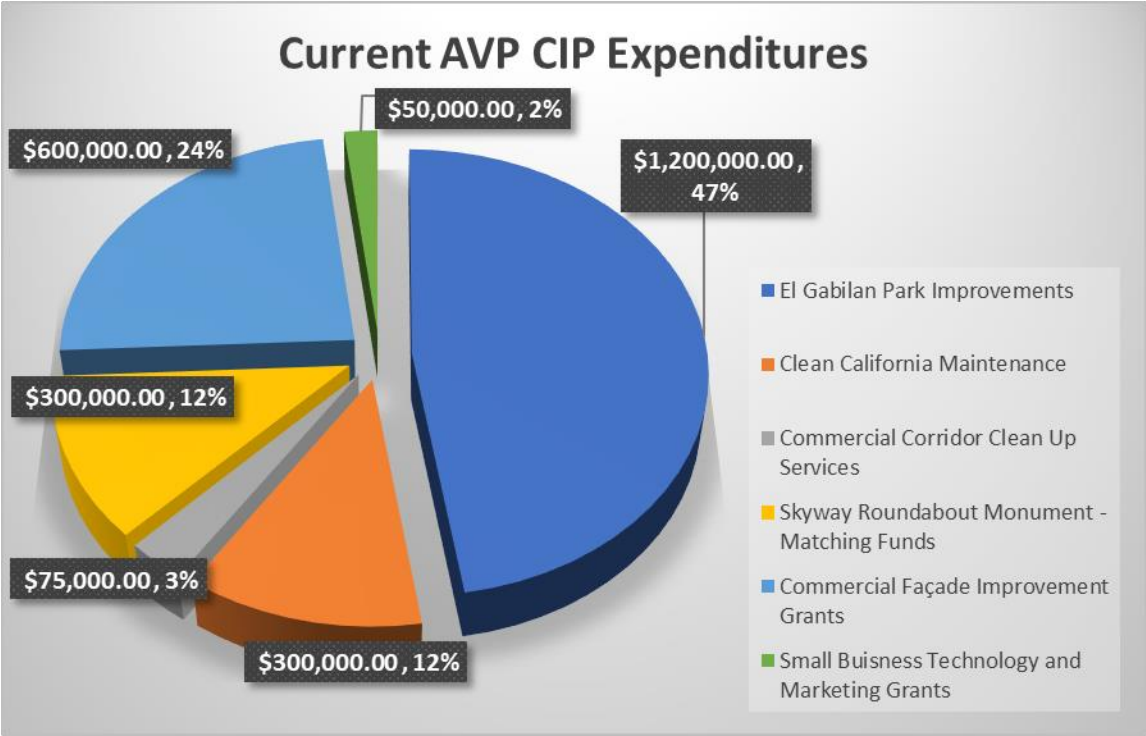
- FY 2021-22: \$3 million
- FY 2022-23: \$1.4 million
- FY 2023-24: 1.04 million

The AVP Implementation Plan Budget below is organized by priority “buckets” focused on improving the cleanliness, appearance, safety and infrastructure, and parks and open space in the Alisal, and to promote economic development of the Alisal. The AVP budget is presented at a high level to provide flexibility to take advantage of emerging opportunities that meet the Plan’s identified priority actions.



An accomplishment to highlight is the City’s success in obtaining additional funding to leverage funding for AVP implementation activities. In February 2022 Caltrans identified Salinas for a \$1.8 million project to install public art, lighting, and landscaping at three underpasses leading into the Alisal at E. Market Street, E. Alisal Street, and Sanborn Road. In Spring of 2022 the City was awarded a \$2.1 million Caltrans Clean California Local Program grant to support the Alisal Greening, Beautification, and Safety Project (Project). The Transportation Agency of Monterey County (TAMC) and Safe Routes to School program partnered with the City in the application process. AVP Implementation funds in the amount of \$156,896 were used as the City’s required grant match. The City has also been successful in securing State and Federal funds for large park projects and road projects, including \$8 million in State funding for the Hebbbron Family Center and \$16 million from the Federal Safe Streets for All grant for the Williams Road Safe Streets Project.

By securing state and federal funding for large projects in the Alisal, the City has been able to strategically use the AVP CIP funding as either matching funds for state and federal grants, funding for additional amenities on grant funded projects, or for projects not eligible for state and federal grants. There is currently approximately \$2.5 million remaining in the AVP CIP dedicated to the following projects and programs:



Of the AVP CIP funded projects, several are multi-year commitments, such as the maintenance of the Clean California Grant funded improvements and the economic development grant programs, while others will be completed within Fiscal Year 2026-27, such as the El Gabilan Park Improvements and the Skyway Roundabout monument. As such, a majority of the remaining AVP CIP funds are anticipated to be expended within Fiscal Year 2026-27, with the remaining funds are anticipated to extend into Fiscal Year 2027-28, depending on factors such as number of grantees for the economic development grants and level of maintenance for the Clean California funded improvements.

**Community Engagement**

Continued community engagement is also key to the successful implementation of the Alisal Vibrancy Plan. The City continues to conduct a variety of engagement activities for project specific outreach, such as pop-ups and community surveys. Additionally, staff meet quarterly with the Alisal Vibrancy Plan Implementation Committee, which is comprised of individuals who served on the AVP Steering Committee and who represent key constituencies and community-based organizations. The AVP Implementation Committee members provide input on the development and implementation of new and continuing projects and programs, and act as ambassadors to the Alisal community to share about the progress being made on implementing the AVP. See ID#26-277 on the June 30, 2026 City Council Agenda for more detail on community engagement and outreach effort related to Clean California Alisal Greening, Beautification, and Safety Project public art projects.

## **AVP and the General Plan Update**

Many of the AVP goals, policies, and actions have been carried forward into the General Plan Update, particularly through the Place Types framework, mobility and streetscape strategies, housing opportunities, and neighborhood identity initiatives. This integration ensures that the AVP continues to inform long-term land use and community development policy in East Salinas.

### *Economic Development Activities and Future Development:*

#### *Alisal Marketplace:*

The Alisal Marketplace (Marketplace) is the primary catalyst zone for economic development identified in the Alisal Vibrancy Plan, located west of US-101 and centered on East Alisal Street, Work Street, and John Street. The Marketplace is envisioned as a mixed-use commercial district supporting the broader revitalization goals of East Alisal. The Marketplace concept envisions a more walkable, community centered commercial corridor that includes retail centers, spaces for local entrepreneurs, and vendors.

Currently occupied by mostly light-industrial uses and big box retail buildings, the area has significant redevelopment potential. The vision is a unique, dynamic, pedestrian-oriented urban district connecting the downtown and the Alisal. The Marketplace concept envisions transforming the area into a new mixed-use neighborhood integrating housing, retail, public open space, community-serving uses, and civic buildings.

Since the adoption of the AVP the City completed the new Police Station in 2020. The City also purchased the car wash property adjacent to the new Police Station. The City continues efforts to acquire additional parcels in and near the Marketplace area to support future redevelopment opportunities.

To further advance the implementation of the Alisal Marketplace, the City hired Kosmont Companies in 2025 to provide their technical expertise for real estate and economic development advisory services to the City for the Alisal Marketplace. Kosmont completed a market assessment and economic development strategy for the Marketplace, which evaluated market conditions, opportunity sites, and potential public financing and economic development tools.

Market findings indicate an extremely tight rental housing market with very low vacancies, retail vacancies on the rise as well as slow growth in industrial sites. Conditions that point to housing-led development as the most viable near-term strategy, with retail and commercial activity expected to follow increased residential density. The trend is to create new sales tax revenue by creating a neighborhood and curating retail to serve it, which fits perfectly with the Marketplace concept.

The analysis identified three priority opportunity sites for near-term focus. The former Salinas Valley Waste Authority site on Sun Street is the most advanced, with MST actively pursuing acquisition for a project that includes transit operations, workforce training, and community-serving space that would activate the adjacent commercial corridor. The Uni-Kool Partners site at John Street and Abbott Street represents the largest entitled opportunity in the district, a 22.74-

acre site with planning entitlements in place for a seven-phase mixed-use development including residential, hotel, retail, and office use. City-owned parcels including the City's corporation yard, within the Marketplace will be evaluated for long-term redevelopment potential as operational needs are resolved.

The City's Binational Economic Development Strategy, prepared by Beacon Economics in February 2026 (Attachment 2), further identifies the Alisal Marketplace as a key opportunity area for mixed-use development, small business growth and attraction, culturally relevant retail, food business, and community gathering space. The strategy aligns with the Alisal Vibrancy Plan's vision to support local entrepreneurship, strengthen neighborhood identity, activate commercial corridors, and encourage long-term investment in East Salinas.

The City is also working with Kosmont to explore the feasibility of utilizing Enhanced Infrastructure Financing District as tools to fund infrastructure projects to support future development in coordination with Monterey County and is scoping a hotel market study to position Salinas for future hospitality investment as market conditions improve.

CEQA CONSIDERATION:

**Not a Project.** The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

No.

STRATEGIC PLAN INITIATIVE:

Implementation of the Alisal Vibrancy Plan and work on the Alisal Market Place directly support the City's 2025-2028 Strategic Plan Initiatives related to Economic Development, Housing, Infrastructure, City Services, Public Safety, and Youth and Seniors by investing resources into the Alisal neighborhood to revitalize City parks and roadways, support development of new housing, support business retention and expansion, provide programing for youth and seniors, and install new public art throughout the community.

DEPARTMENTAL COORDINATION:

The Community Development Department is leading Alisal Vibrancy Plan implementation efforts and coordinates closely with Public Works, Library and Community Services, City Attorney's Office, Finance, and Administration on implementation programs and projects. Work on the Alisal Market Place is being led by the City Manager's Office and the Economic Development division.

FISCAL AND SUSTAINABILITY IMPACT:

This is an administrative report. There is no fiscal impact on the General Fund.

<b>Fund</b>	<b>General Ledger Number (Operating/CIP)</b>	<b>General Ledger Account Name</b>	<b>Remaining Budget Appropriation</b>	<b>Amount Requested</b>
N/A	N/A	N/A	N/A	N/A

ATTACHMENTS:

AVP Chapter 10 Implementation Matrix

MST Concepts

Binational Economic Development Strategy, Beacon Economics 2025

Power Point Presentation