



ALISAL

Vibrancy Plan

PART OF VISIÓN SALINAS

City Council

Draft Alisal District Identity Master Plan

November 19, 2024

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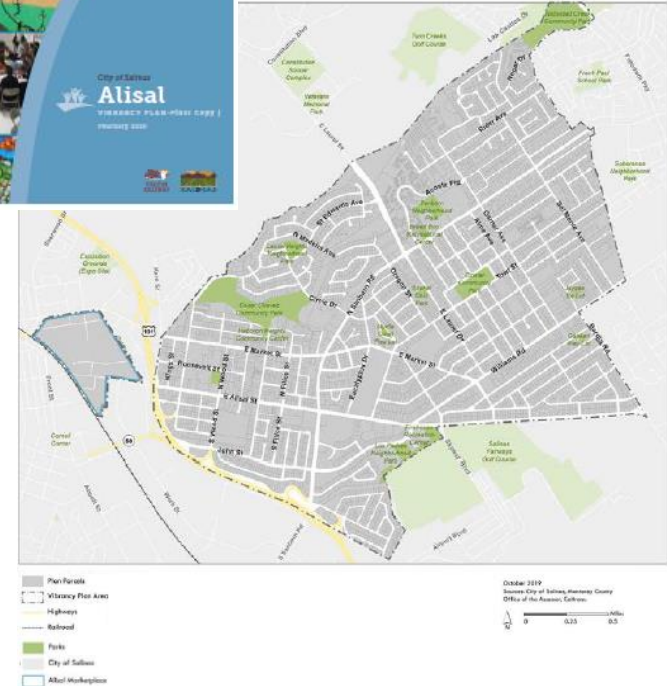
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Alisal District Identity Master Plan (ADIMP) Summary

- Conceptual Design for District Identity themes and branding
- Public Art Guidelines and Plan Outline
- Commercial Corridor Design Concepts
- Commercial Façade Improvement Program Guidelines and Toolkit
- Probable cost and recommended phasing for implementation and maintenance





ADIMP Contents

Public Realm Design Guidelines



Storefront Design Guidelines



District Graphic Identity



Public Art for the Alisal



Implementation

Alisal Vibrancy Plan (AVP) Goals	Alisal District Identity Master Plan (ADIMP) Implementation Actions
F. Future BID Funding Initiatives	
ED 14 - Evaluate Potential Revenue Streams to Support Consistent Corridor Maintenance.	F1 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 maintenance, safety, and promotion of the district.
	F2 Consultant led BID / Non-Profit Organization Implementation - Develop BID Funding Structure
	F3 City-administered BID with merchant providing volunteer services.
	F4 Self-administered BID Annual Operating Budget
Subtotal BID Funding Costs Short Term	
City-Administered BID Annual Operating Budget, Near-Term	
Self-Administered BID Annual Operating Budget, Long-Term	



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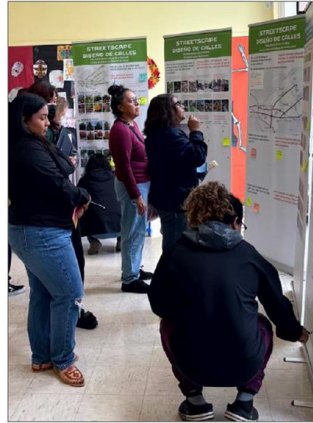
ADIMP Process



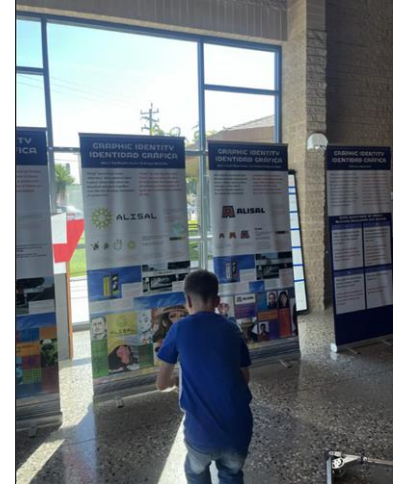
Three initial ideas for District Graphic Identity were shared with the greater community through an online survey in multilingual formats.



The team walked door to door to gather input and share information about the project with local businesses in the Altair.



A design workshop was held on September 30, 2023 that included discussion and feedback about corridor improvement ideas, Façade improvements, and public art.



PROJECT BY

URBAN FIELD + swa +



District Identity Theme

FIGURE 4.1: DIGITAL LOGO CONCEPTS

ALISAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

He vivido en el Alisal casi
toda mi vida. Amo a mi comunidad!



ALISAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

He vivido en el Alisal casi toda mi vida.
Amo a mi comunidad!



ALISAL

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abcdefghijklmnopqrstuvwxyz
1234567890

He vivido en el Alisal casi toda
mi vida. Amo a mi comunidad!



FIGURE 4.2: STREET BANNERS



Banners are a powerful way to identify the neighborhood and could include event-related information or feature local artists.



Signs at key neighborhood entry points could proudly identify the Alisal as a gateway symbol.

ADIMP Branding

- District Identity Theme developed
- Pilot project rolled out as part of Trash Corral Art Program
- Next up: Street Light Banners
- Future: Wayfinding signage, landmark/gateway signage, greater application of district branding

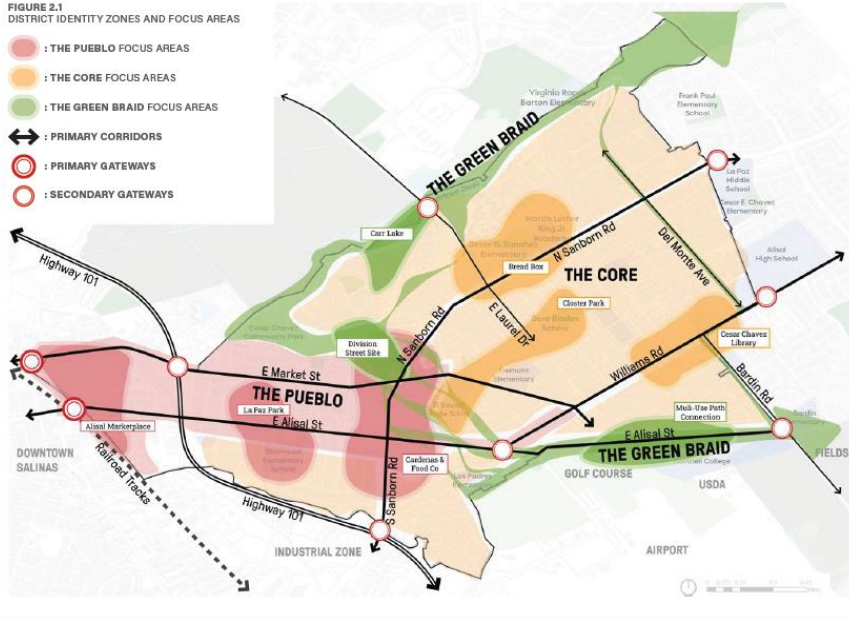




ADIMP Identity Zones

FIGURE 2.1
DISTRICT IDENTITY ZONES AND FOCUS AREAS

- : THE PUEBLO FOCUS AREAS
- : THE CORE FOCUS AREAS
- : THE GREEN BRAID FOCUS AREAS
- ↔ : PRIMARY CORRIDORS
- : PRIMARY GATEWAYS
- : SECONDARY GATEWAYS



Collection of historic imagery from the Alisal. (a.) Alisal Street 1935 (Photo By: Monterey County Historical Society); (b) Filipino workers thinning lettuce (Photo By: Dorothea Lange); (c) Salinan Indians (Photo By: Allison Hemera); (d) Labor strike 1974 (Photo By: Monterey County Historical Society)



Site photos of East Alisal Street today, where it continues to serve as the commercial core with restaurants (e) (Photo By: SWA), markets (f) (Photo By: SWA), and vendors (g) (Photo By: SWA). The public realm is also activated by community events such as Ciclovía (h) (Photo By: Jay Dunn).



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FIGURE 2.2 FOCUS AREAS VIGNETTES



THE PUEBLO IDENTITY ZONE East Market Street Gateway

A gateway that welcomes residents and visitors alike to the Pueblo zone, this represents both Alisal's unique cultural heritage and the vision for the district's future.



THE PUEBLO IDENTITY ZONE East Alisal Street + Sanborn Road Intersection

The focal point of the Pueblo zone and commercial center, this intersection presents an opportunity for expanded public realm and pedestrian activation.



THE CORE IDENTITY ZONE North Sanborn Road at the Bread Box Intersection

Already underway, this enhanced public realm project demonstrates the values of the Core zone to promote community gathering, comfort, and safety.



THE CORE IDENTITY ZONE Williams Road at César Chávez Library

The introduction of a unique streetscape approach is consistent with safety priorities and funding, while expanding neighborhood-serving spaces in the Core.



THE GREEN BRAID IDENTITY ZONE East Market Street at Division Street Site

The restoration of this site provides much needed green space to the Alisal community and encourages connection to the natural context of the Green Braid.



THE GREEN BRAID IDENTITY ZONE East Alisal Street Multi-Use Path

The expansion of the multi-modal network along the Green Braid promotes an active lifestyle, and encourages engagement with the agricultural context around the Alisal.

FIGURE 2.3 EAST MARKET STREET GATEWAY - FOCUS AREA VISION
Gateway that welcomes visitors and residents to the heart of the Pueblo District



FIGURE 2.4 WILLIAMS ROAD AT CÉSAR CHÁVEZ LIBRARY - FOCUS AREA VISION
Beauty and green public streetscape with an emphasis on comfort and ensuring a healthy and safe Alisal for all



FIGURE 2.5 EAST MARKET STREET AT DIVISION STREET SITE - FOCUS AREA VISION
Integrate the natural environment with the built environment





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Alisal standard bench could be installed with greater frequency. (Photo by: SWA)



Standard bike rack product to match Main Street. Color options could reflect the Alisal graphic identity. (Photo by: SWA)



Caltrans standard cobra head for vehicular lighting. (Photo by: SWA)



Picnic table, ex. 'Kong' series picnic set by Vestre, softened by the wood material while still durable. (Photo by SWA)



Trash receptacle art example from Downtown Salinas. (Photo by: SWA)



Accent market lighting across public sidewalk. (Photo by: SWA)



MIXTURE OF SEATING TYPES



BIKE RACKS, TRASH RECEPTACLES



LIGHTING

ADIMP Related Public Realm Improvement Projects



Clean California Beautification Grant (\$2,1479,958)
(ends June 2025)

- Alisal Greening, Beautification, and Safety Project
 - Bread Box Recreation Center Improvements
 - Mural at Closter Park on the Boxing Gym
 - Skyway Roundabout
 - Trash Corrals

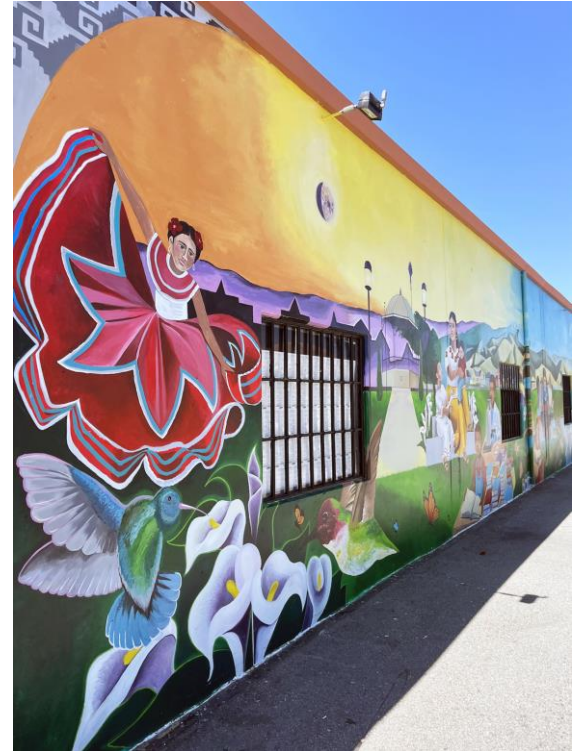
Other projects:

- East Alisal Street Multi-Use Path (part of Active Transportation Plan)
- Alisal Streetscape Master Plan
- Facade Improvement Grants

Public Art & Local Artists

Put into action:

- In June, \$150,000 allocated in an Application Assistance Program for Artists to help with local artists apply for Calls for Art and Community Grants
- Creation of a Public Art Management Program. Management by Library and Community Services, Community Development, and Public Works on a Master list of Public Art Projects
- Clean California Calls for Art
- More funding for art projects - such as Call for Art/ Photography for district branding



Commercial Corridor Improvements

Improvement Benefits

- **Prosperity:** Economic Development
- **Safety:** Clean and Safety
- **Vibrancy:** Investment in Placemaking
 - Events
 - Marketing & Branding
- **Creativity:** Public Art, Cultural Expression

Find out what's right for the Alisal. Study the feasibility of Business Improvement District Funding Initiatives





Facade Improvement Program

\$600,000 Funded Pilot Program to incentivize owners and merchants to invest in property maintenance and improvements.

Includes education and outreach about business requirements, support for hiring local designers to help applicants.



Implementation

- Actions related to AVP Goals
- Lead department or organization
- Rough order of magnitude cost for budgeting purposes
- Timeframe: Ongoing, Short term (1-2 years), or Long Term
- Continued community engagement

Alisal District identity Master Plan (ADIMP) Implementation Actions		Estimated Cost
Summary of Estimated Costs		
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
TOTAL SHORT TERM FUNDING		\$650,00 to \$1,550,000

Recommended Action

Adopt a resolution accepting the Alisal District Identity Master Plan (ADIMP) as a strategic planning document.