



SALINAS

RICH IN LAND | RICH IN VALUES

Alisal Vibrancy Plan Update and Next Steps

June 30, 2026

City Council

Grant Leonard, Planning
Manager

Nathan Kieu

Deputy Director of
Economic Development

Agenda

- Alisal Vibrancy Plan
 - Background
 - Progress Since Adoption
 - Appearance
 - Cleanliness
 - Safety and Infrastructure
 - Parks and Open Space
 - Identify next projects and programs
- Economic Development
 - Alisal Market Place
 - Current studies/reports
 - Opportunities
 - MST and former Transfer Station
 - City owned properties
 - John and Abbott
 - Next steps

- Completed in 2019
- Action-oriented, comprehensive strategy for Salinas' Alisal neighborhood
- Five priority areas:
 - Appearance
 - Cleanliness
 - safety and infrastructure
 - parks and open space
 - economic development





ALISAL Vibrancy Plan

A Part of Visión Salinas

Figure 1.1 Alisal Vibrancy Plan Area

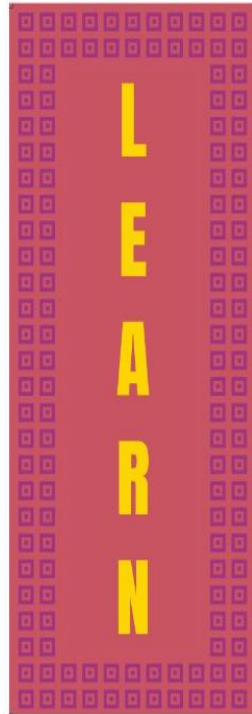


- AVP planning area includes both the Alisal neighborhood (East of US 101) and the Alisal Market Place (West of US 101)



ALISAL Vibrancy Plan
A Part of Visión Salinas

Alisal District Identity Master Plan





ALISAL Vibrancy Plan

A Part of Visión Salinas



CCLGP Alisal Greening, Beautification and Safety Improvements

Proposed Project Improvements:

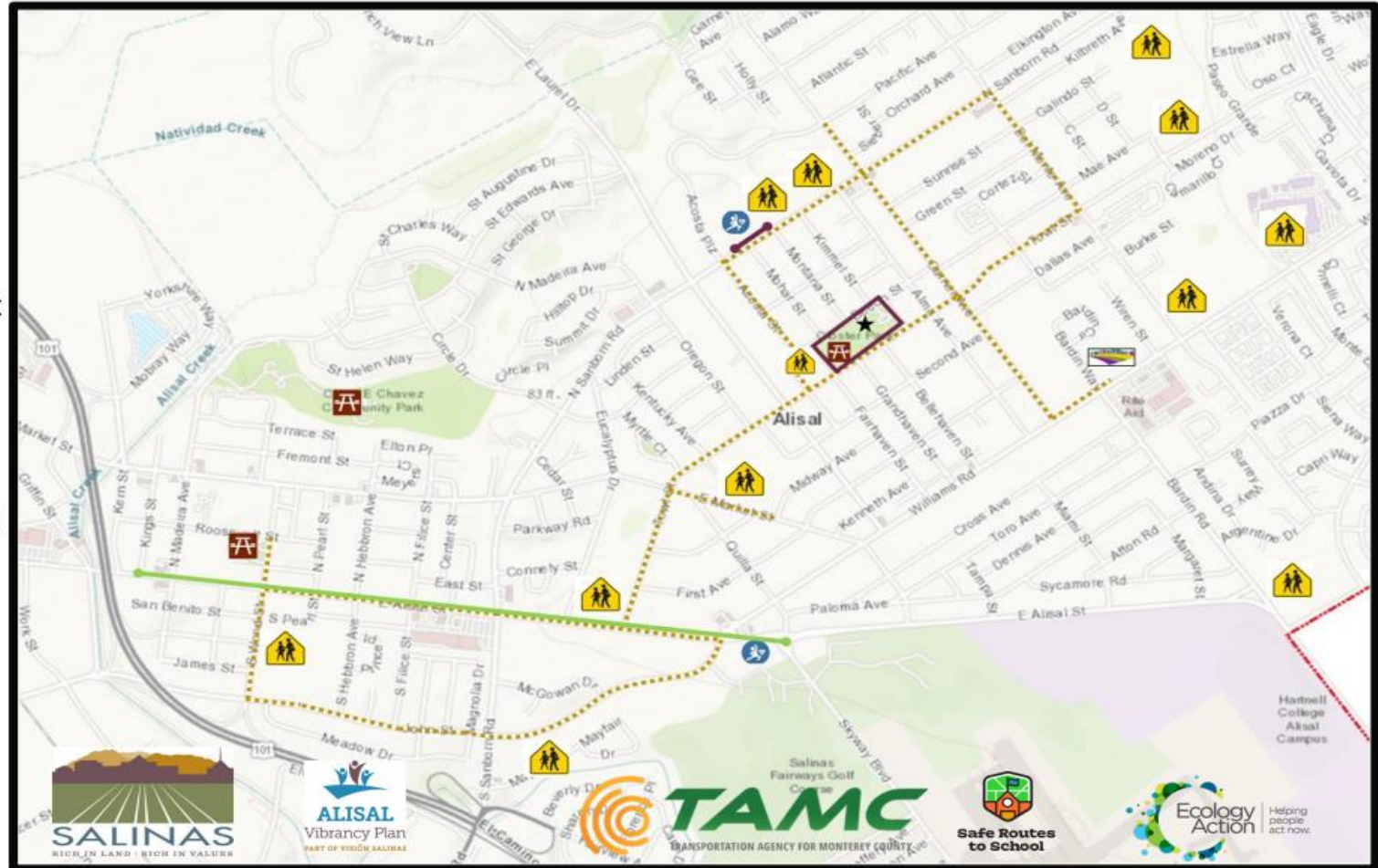
Alisa Corridor Greening & Beautification

Safe Routes to School Sidewalk Art & Programming

Mural Installation at Closter Park Community Center (Salinas Boxing Club)



Breadbox Recreation Center Frontage Improvements





Alisal Green and Beautification Art Projects



Echoes in Motion



Public Outreach and Community Engagement

We actively reached out to the local community to gather input and encourage participation, ensuring the Closter Park mural reflected strong public outreach and meaningful community engagement as emphasized by the City of Salinas.

- Closter Park Neighborhood Canvassing (door hangers)
- Community Memo Boards including at the Boxing gym, City Council, Public Parking lots and Grocery Stores.
- Alisal School District Office – to distribute to all schools within the district.
- All City Recreation Centers
- Businesses along East Alisal, Sanborn, Williams, and Bardin Way.

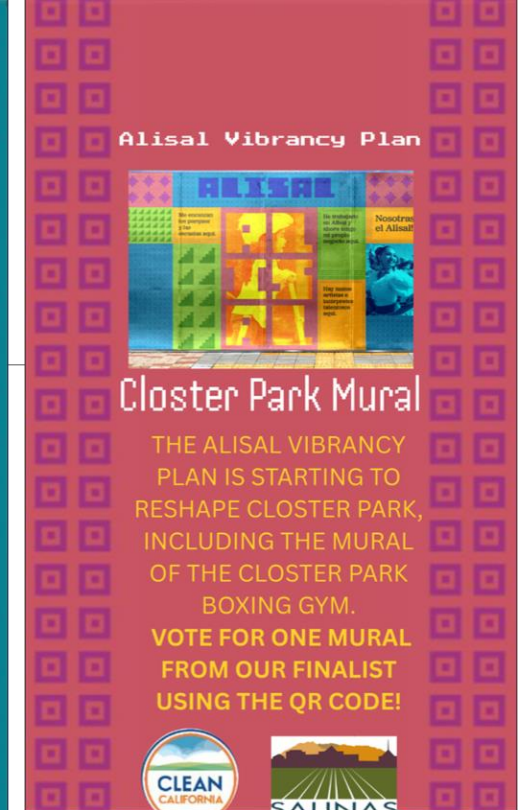


El Plan Vibrante del Alisal




Mural de Closter Park

EL PLAN DE VIBRANCIA DE ALISAL ESTÁ COMENZANDO A TRANSFORMAR CLOSTER PARK, INCLUIDO EL MURAL DEL GIMNASIO DE BOXEO DE CLOSTER PARK. ¡VOTA POR UN MURAL DE NUESTROS FINALISTAS USANDO EL CÓDIGO QR!





Alisal Vibrancy Plan



Closter Park Mural

THE ALISAL VIBRANCY PLAN IS STARTING TO RESHAPE CLOSTER PARK, INCLUDING THE MURAL OF THE CLOSTER PARK BOXING GYM.

VOTE FOR ONE MURAL FROM OUR FINALIST USING THE QR CODE!





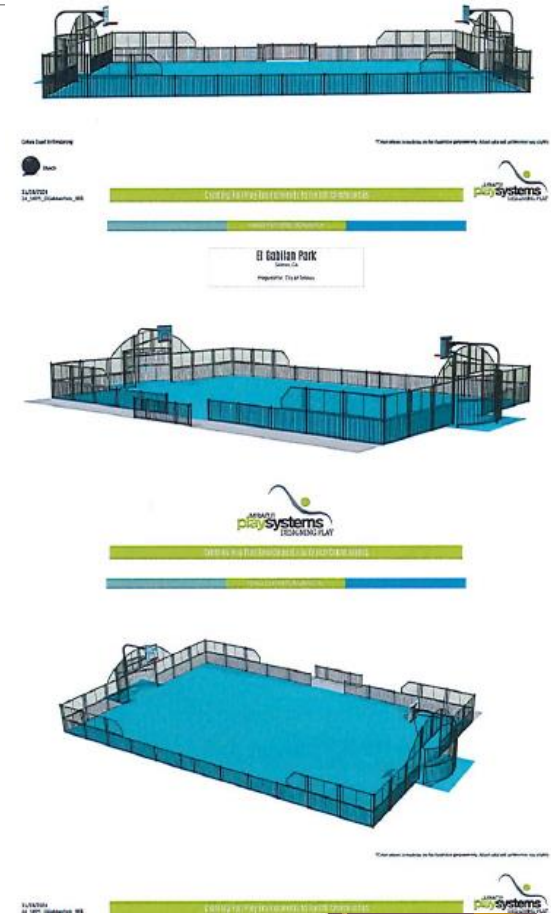
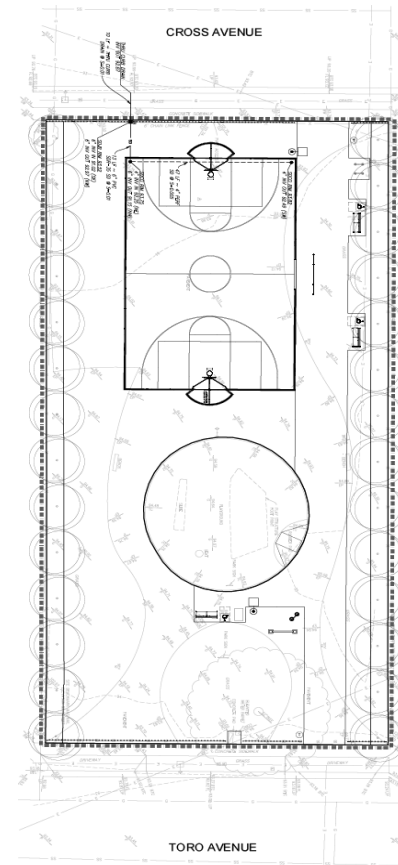
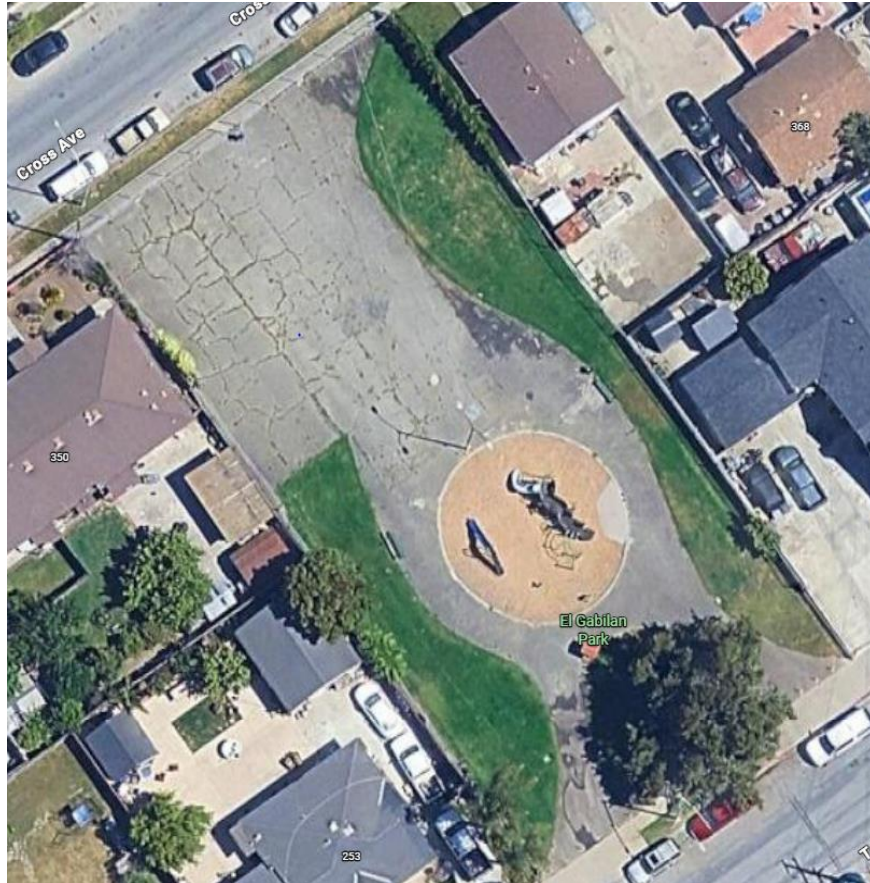
Closter Park Updates

- Currently Under Construction





El Gabilan Park Improvements





Hebbron Family Center Ribbon Cutting

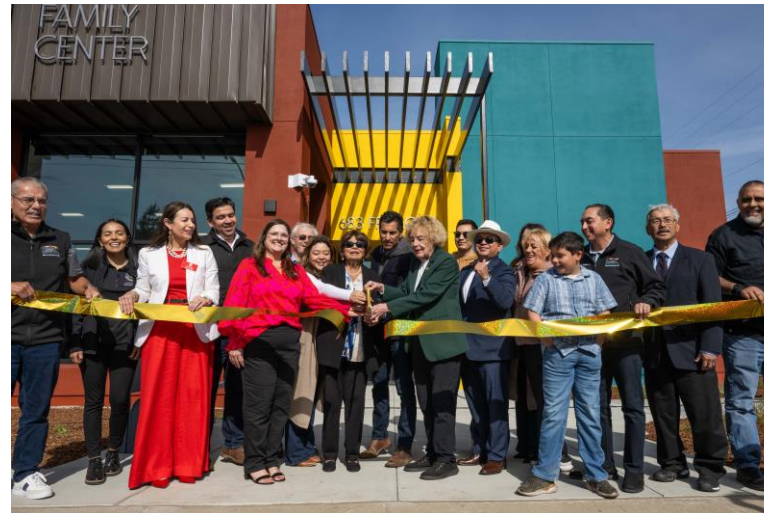
HEBBRON FAMILY CENTER

INAUGURACIÓN & *Celebración*

31 DE ENERO DE 2026
11:00 AM - 4:00 PM
683 FREMONT ST
CEREMONIA DE INAUGURACIÓN A LAS 11:00 AM

¡COMIDA, MÚSICA, ENTRETENIMIENTO Y MUCHO MÁS!


Para cualquier pregunta, comuníquese con Ana Ambriz al 831-758-7328 o ana.ambriz@salinas.gov.





Commercial Facade Improvement Pilot Program

[Applicant Log-in](#) EN [Admin & Reviewer Log In](#) [Register](#)



Formerly NDC | Partners in Community Development

Grow America

Formerly NDC | Partners in Community Development

Alisal Vibrancy Plan (AVP) Commercial Façade Improvement Pilot Program

CITY OF SALINAS

ALISAL VIBRANCY PLAN (AVP)

COMMERCIAL FAÇADE IMPROVEMENT PILOT PROGRAM

Instrucciones de traducción al español:
Para traducir esta página al español, haga clic en este enlace <https://translate.google.com/?sl=auto&tl=es&op=websites>
Haga clic en sitios web y copie y pegue este enlace URL:
https://ndc.smapply.io/prog/alisal_vibrancy_plan_commercial_facade_improvement_pilot_program

PROGRAM PURPOSE

Value

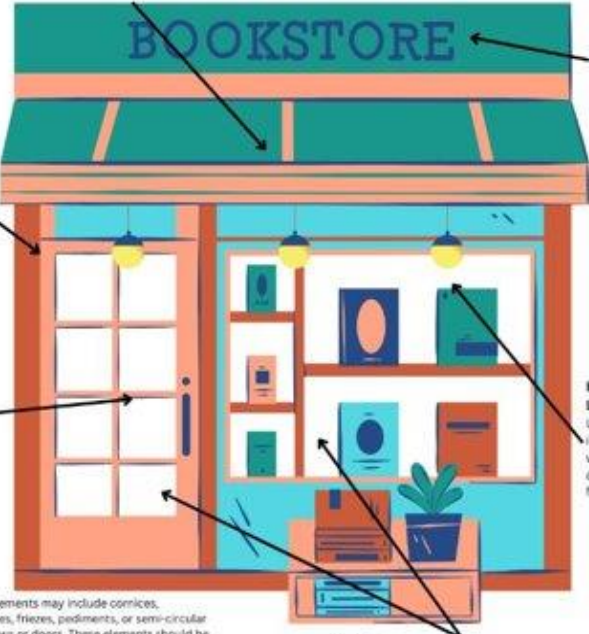
up to \$20,000

[APPLY](#)

Opens

Oct 10 2025 03:00 AM (EDT)

Elements of a Façade



Awning
Use sturdy fabric or canvas awnings. Avoid vinyl waterfall awnings, which deteriorate quickly.

Signage
Keep sign wording simple and clear. Use consistent lettering and limit the number of colors.

Paint
Paint should be well-maintained and the color should be consistent with the look and feel of the commercial area.

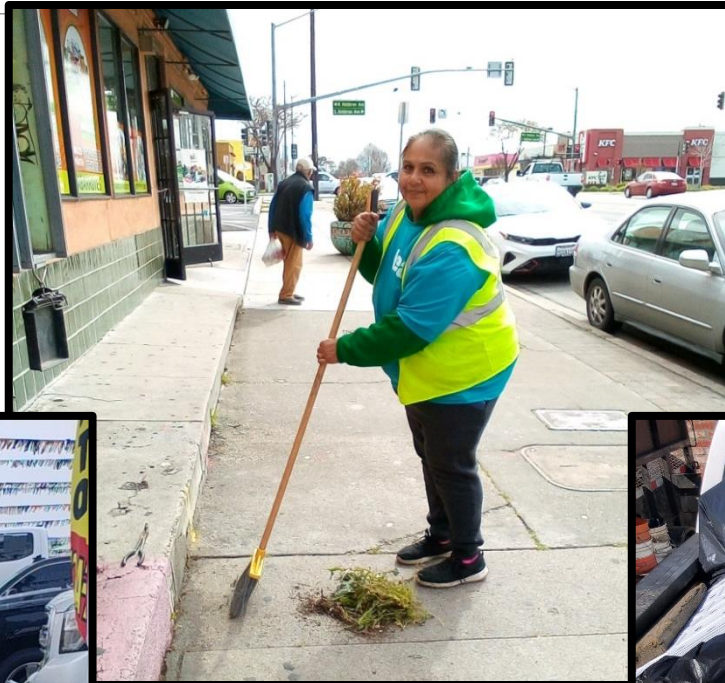
Doors
Doors should be accessible and aesthetically compatible with the storefront.

Exterior Lighting
Use lights to illuminate signs, window displays, and building features.

Historical Features
Historic architectural elements may include cornices, columns, pilasters, arches, friezes, pediments, or semi-circular arches, frames of windows or doors. These elements should be kept consistent with the style period of when the building was constructed.

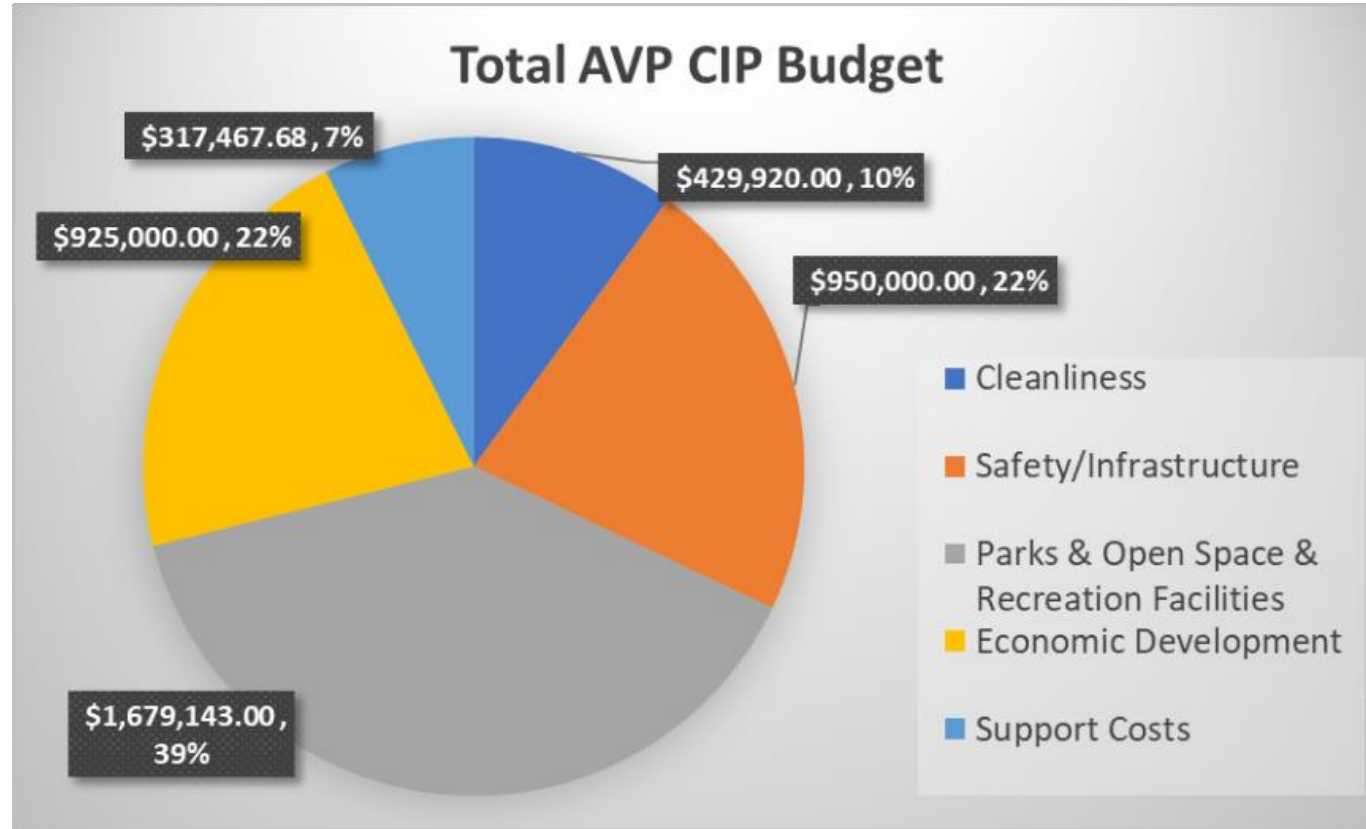
Windows
Do not block windows with signs and other materials.

Commercial Corridor Regular Cleanup





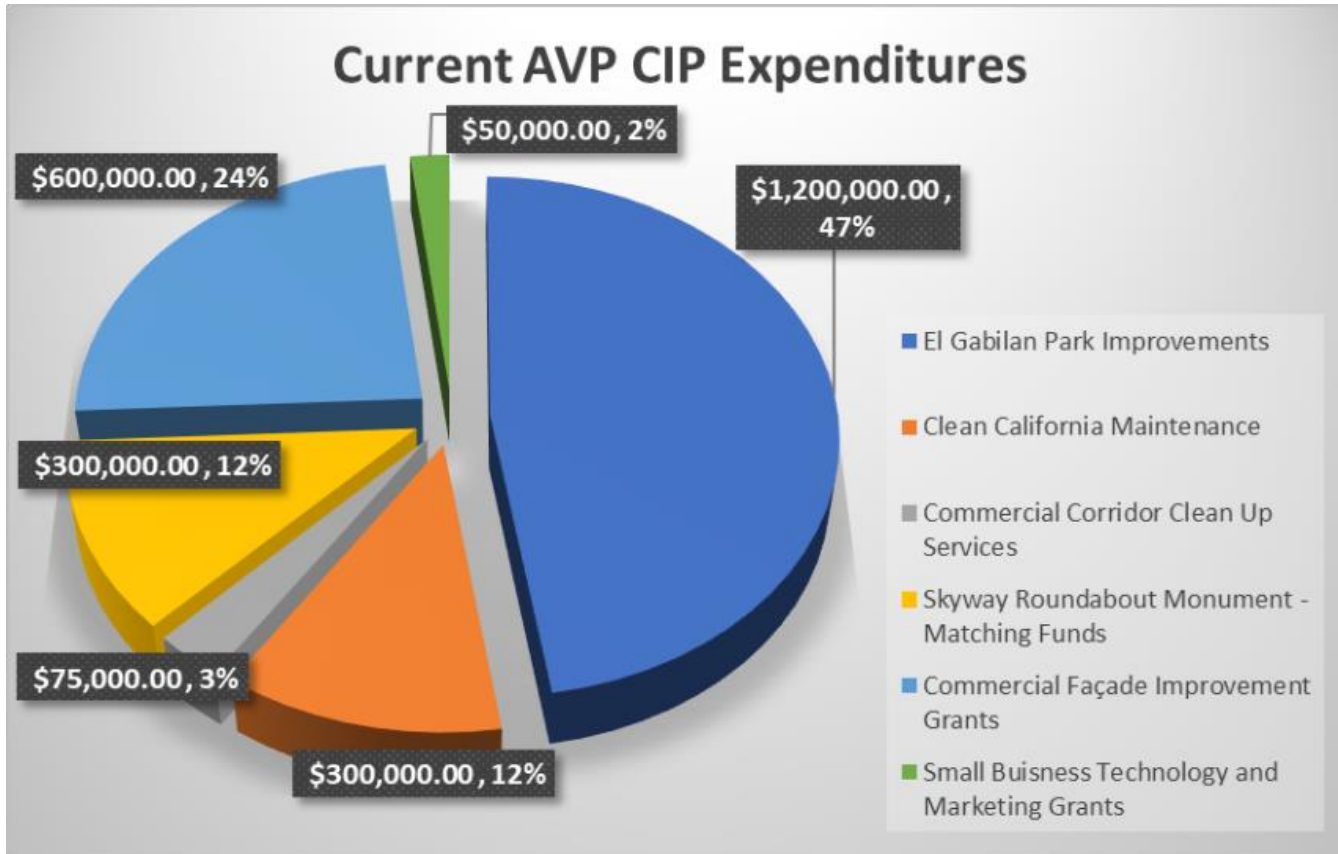
AVP Implementation Budget



- Allocation:
 - FY 2021-2022 - \$3.0M
 - FY 2022-2023 - \$1.4M
 - FY 2023-2024 - \$1.04M
 - Total \$5.44M
- Local funds leveraged to secure large State and Federal Grants:
 - Hebron Family Center
 - Closter Park
 - Williams Road Safe Corridor Project



AVP Implementation - Budget for Current Projects



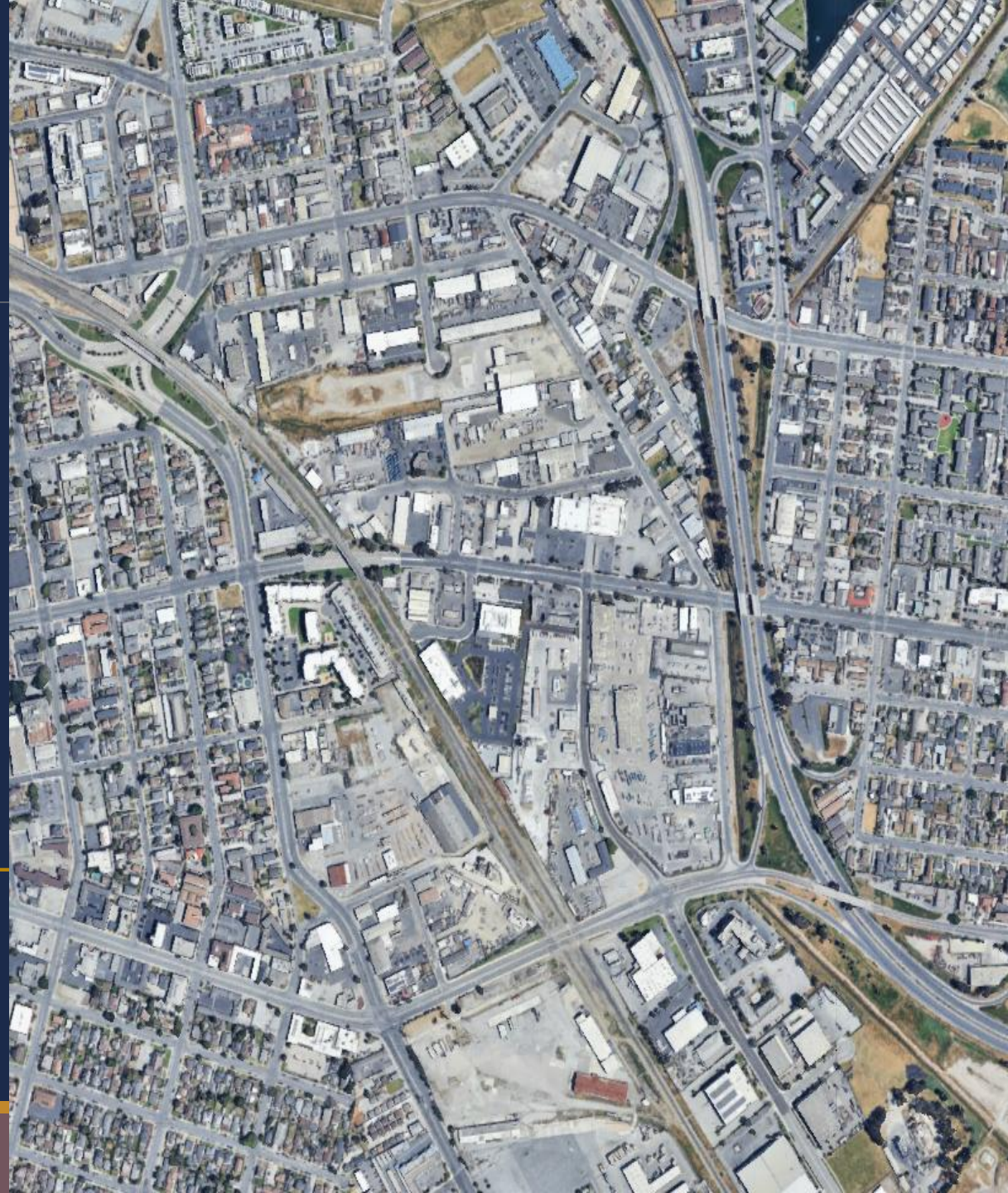
- Large projects estimated to be completed in FY 26/27
- Funding for multi-year grants and programs through FY 27-28

ALISAL VIBRANCY PLAN · ECONOMIC DEVELOPMENT

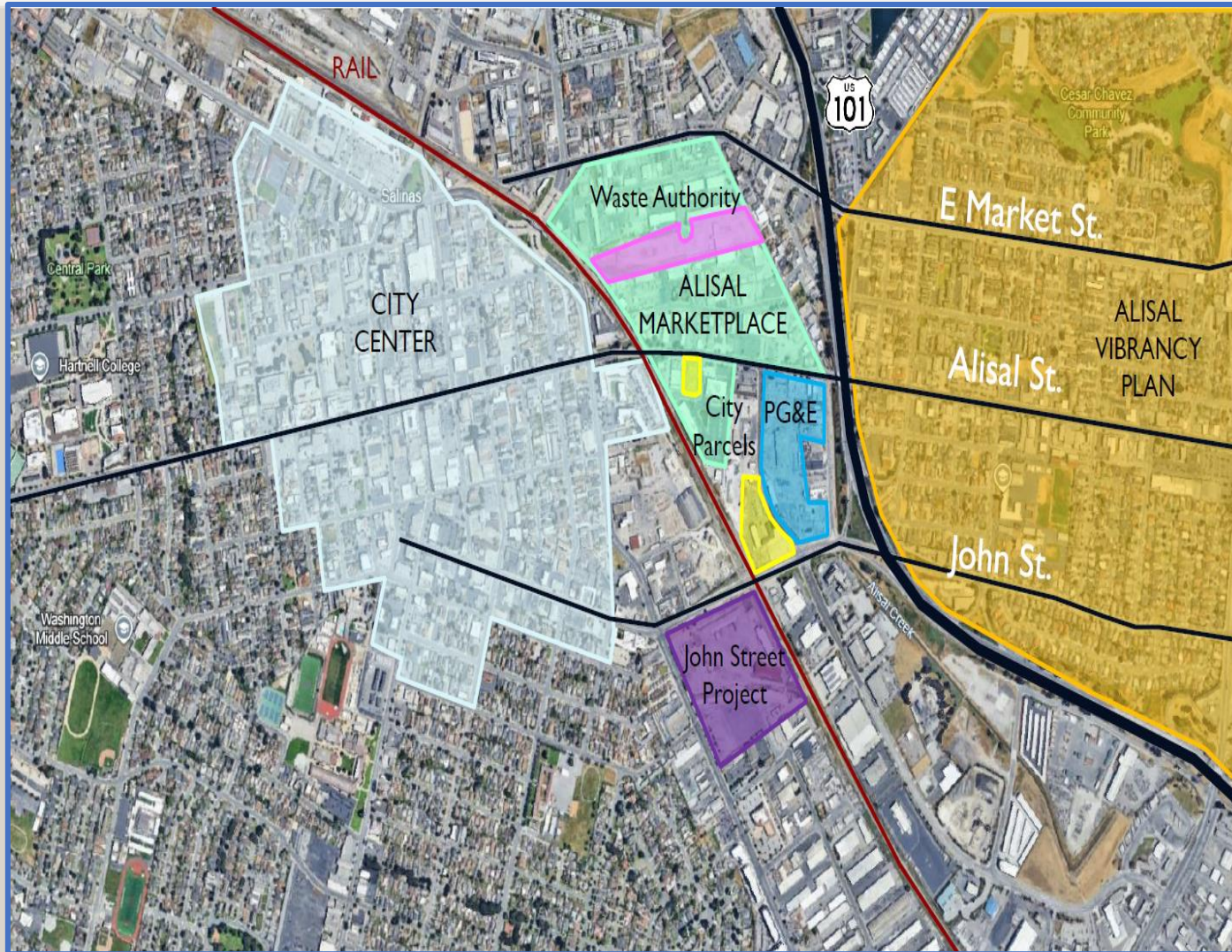
The Alisal Marketplace:

From Community Vision
to Economic Opportunity

City of Salinas · May 2026



THE ALISAL MARKETPLACE



Alisal Marketplace — West of US-101, bordered by E. Alisal St., Work St. & John St.



WHAT IT IS

A distinct zone west of US-101 — adjacent to downtown, with its own land and major redevelopment sites. Not the same as the residential Alisal neighborhood east of the freeway.



THE FOUNDATION

In April 2026, Kosmont Companies delivered a market assessment and economic development strategy for the Marketplace.

OPPORTUNITIES: THREE CATALYST SITES

Strategy: Focus on 1–2 anchor opportunities rather than spreading effort across everything. The City's role: clear obstacles, connect parties, apply the right tools.



01

MST / Former Transfer Station

IN PROGRESS

Commission St. — Jobs & Community Anchor

02

John & Abbott — Uni-Kool Site

MONITORING

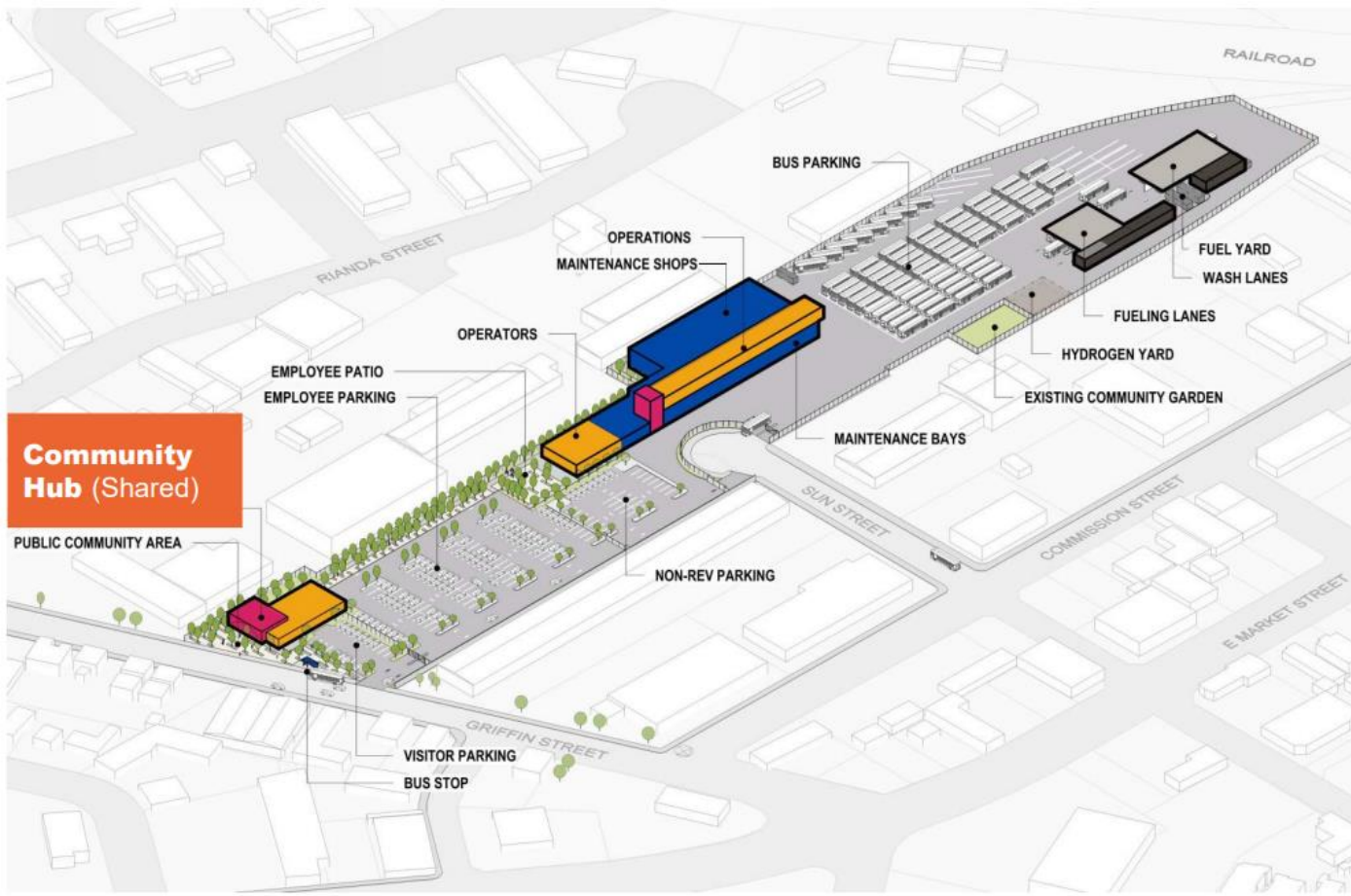
22.74 Acres — Mixed Use Residential/Office

03

City-Owned Properties

EVALUATING

Corp Yard (410 Work St.) & Car Wash (282 E. Alisal) — Residential/Mix Use



MST Conceptual Plan



Bus Maintenance & Parking

Permanent, stable jobs for Alisal residents



Community Hub + Tech Training

Transit workforce development



Public Plaza & Art Facade

Community frontage maximized on Commission St.



Foot Traffic to Alisal Restaurants

MST employees become built-in customers

NEXT STEP

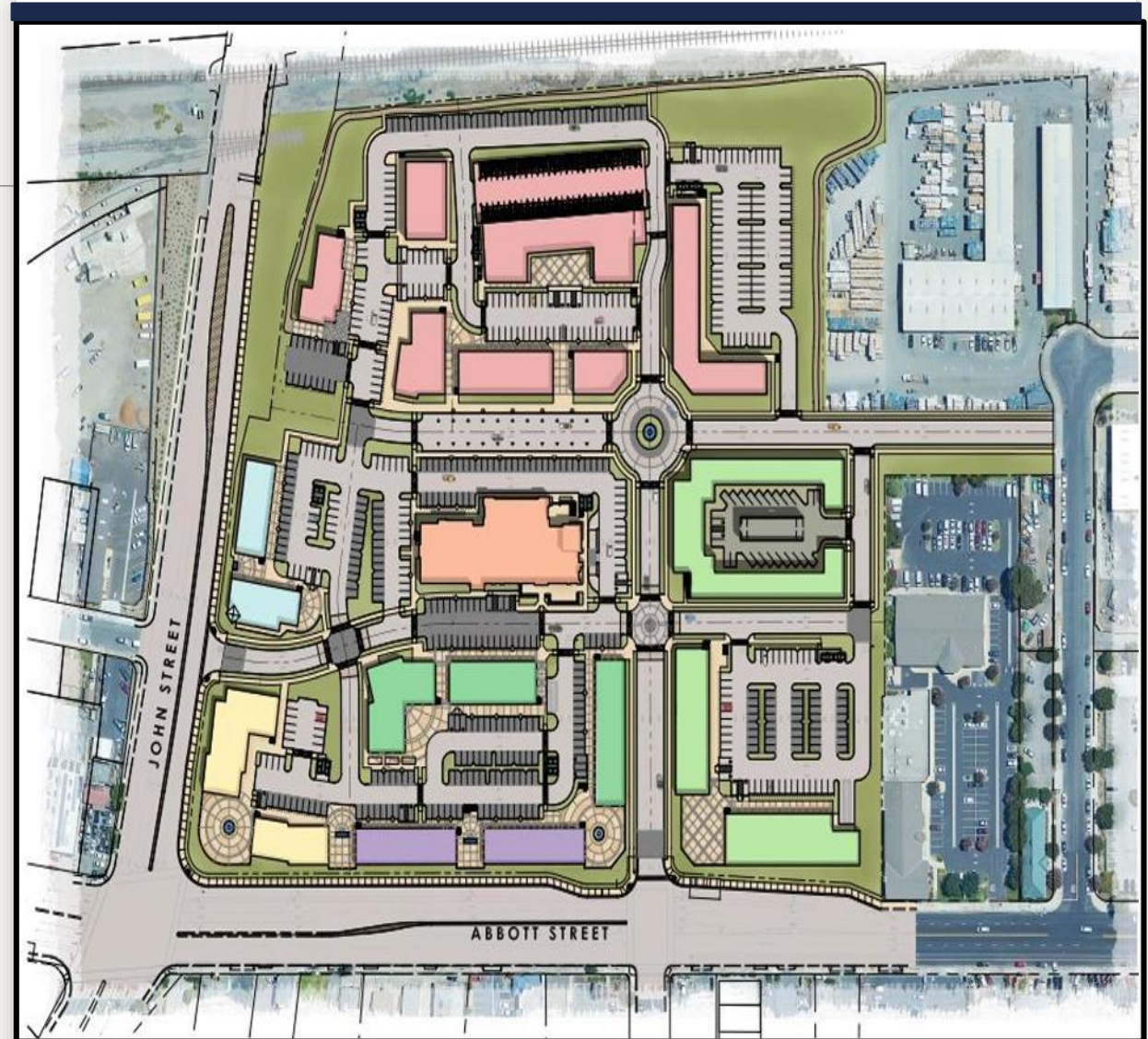
Monitor acquisition. Coordinate on community benefit programming to ensure Alisal resident priorities are reflected in the final plan.

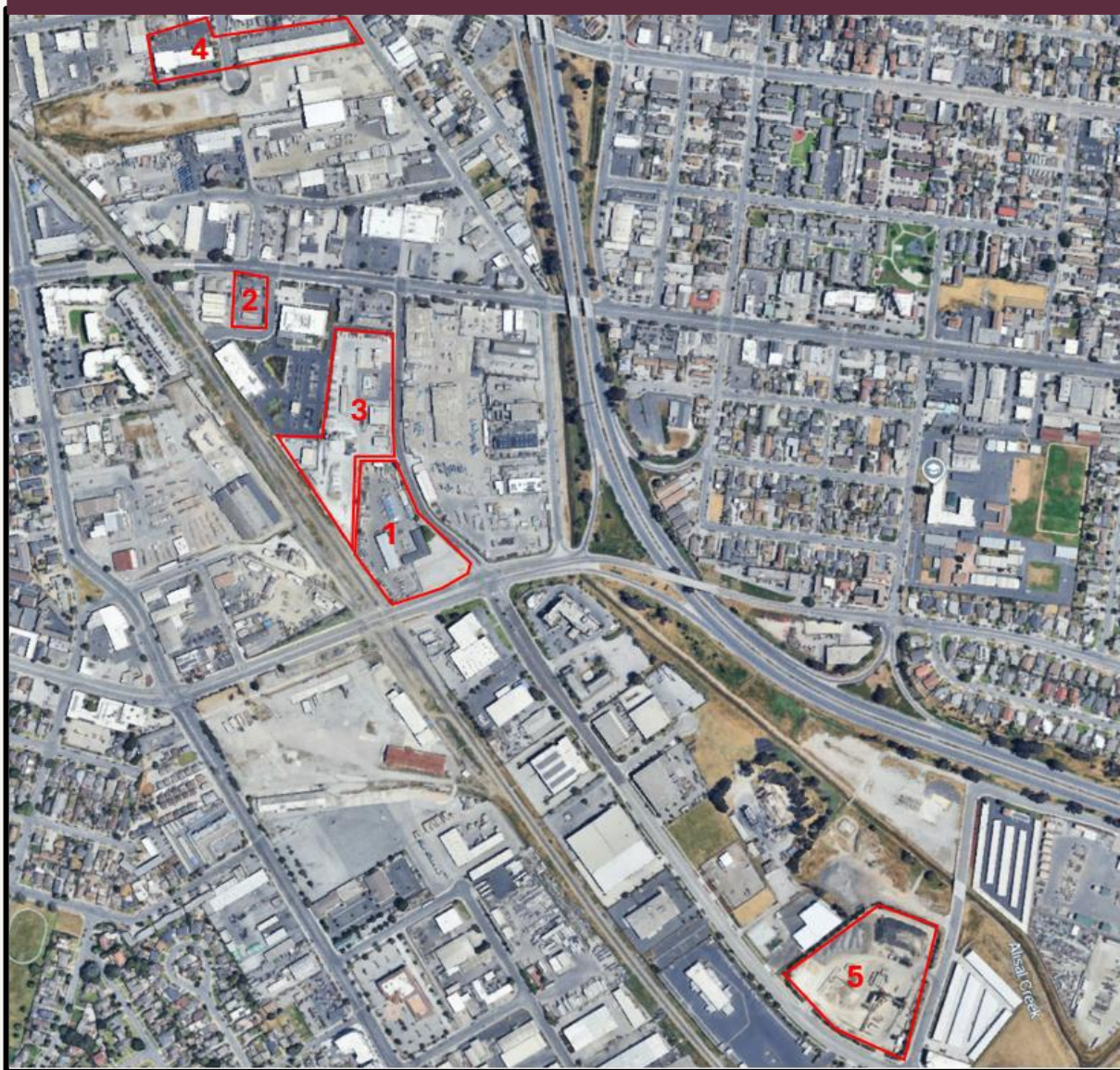
SITE 02 · JOHN & ABBOTT (UNI-KOOL)



John St. & Abbott St. — 22.74 Acres

Hotel (extended stay)	111 rooms
Residential	197 units
Retail + Office	138,800 SF
Total — 7 phases	441,600 SF





City-Owned Properties

1. City Corp Yard - 410 Work St.

4.1 acres · Industrial General Commercial (IGC) Zoning
Public Works still needs this site. PW relocation strategy required before redevelopment path can be determined.

2. Car Wash - 282 E. Alisal St.

0.4 acres · Industrial General Commercial (IGC) Zoning
Smaller site, potentially earlier-stage opportunity. City controls this parcel directly. Surplus Land Act process applies.

5. Granite Rock (City Owned) - 710 Work St./655 Elvee Dr.

6.09 acres · Industrial General (IG) Zoning
Public Works still needs this site. PW relocation strategy required before redevelopment path can be determined.

NEXT STEPS

The Marketplace is at an inflection point. Preconditions met. Foundation in place. What follows is implementation — methodically, site by site.

1

MST / Transfer Station

- Monitor acquisition progress.

2

Uni-Kool / John & Abbott

- Re-engage developer. Explore P3 parking structure feasibility.

3

City-Owned Properties

- Resolve Public Works space needs.
- Evaluate car wash as near-term independent opportunity.

4

Hotel Market Study

- Explore and scope a hotel study for future hotel flag conversations as market conditions improve.
- Soccer Complex demand case.

5

EIFD Feasibility

- Evaluate Enhanced Infrastructure Financing District formation for the Marketplace



Questions?