



Chinatown Revitalization Plan Goal Summary

Land Use:

LUD 1. Preserve the character of traditional neighborhoods while adding new housing units.

Preservation of existing low-and-medium-density housing characterized as more traditional single-family and small multi-family apartments in the expanded study area is important to balance the new high-density projects within the Chinatown core. Allowing low-density areas to intensify their land use through the incorporation of accessory dwelling units (ADUs), duplexes, and triplexes, will open opportunities for the creation of more housing that complements the existing character of the neighborhood.

LUD 2. Expand mixed-use development to increase capacity for new businesses, services, and housing.

Chinatown is a neighborhood in transformation and the consolidation of parcels to support development of new compact mixed-use projects as well as the rehabilitation of vacant historic buildings will help support the creation of a healthy, vibrant and walkable neighborhood. Vacant buildings and underutilized properties in Chinatown's Core have the potential to be redeveloped as mixed-use projects that include residential units and introduce new and important neighborhood-serving amenities such as retail stores, restaurants, libraries, artist studios, and compact urban open spaces, among other complementary uses.

LUD 3. Provide employment and commercial oriented land uses in appropriate locations to advance the economic diversity of Chinatown.

Currently, Chinatown is home to a modest range of automotive, light industrial, and manufacturing establishments that comprise much of the neighborhood's economic base. Co-locating these uses within zoning designations that allow them to

grow and expand is crucial to diversifying and growing Chinatown's economy. This will also protect the mixed use and residential areas from adverse impacts created by incompatible land uses and encourage the redevelopment of underutilized parcels into new and diverse commercial and employment-oriented development.

LUD 4. Promote and preserve and the culture, art, identity, and history of Chinatown through context and place-sensitive design.

Preserving Chinatown's historic architecture and multicultural heritage is a community priority for revitalization. The City can implement new development standards and design guidelines through the establishment of an Arts Overlay District to encourage new development to embrace a more cohesive and culturally appropriate architectural style. Commissioning public art that reflects Chinatown's unique and multicultural heritage will strengthen neighborhood identity.

Housing and Neighborhoods:

HN 1. Increase housing supply and bring new housing types to Chinatown.

Encourage the development of a diversity of new affordable and market rate residential and mixed-use development through financial incentives and new funding. Explore opportunities to rehabilitate and reuse underutilized buildings and properties in Chinatown for housing. Diversify housing options by encouraging the development of accessory dwelling units (ADUs) to increase the number of units, while preserving the character of traditional neighborhoods.

HN 2. Ensure tenant protections are in place to protect individuals and households of all ages, abilities and income levels.



As the neighborhood transforms with new and redeveloped units, it is critical to ensure policies are in place to avoid displacement, extreme rent increases, and to provide assistance with relocation when displacement is unpreventable. Facilitating education workshops for tenants and owners to understand new State regulations surrounding housing policies and programs, and their housing rights will also help to mitigate potential adverse effects.

HN 3. Improve the quality, condition, and sustainability of housing options for all Chinatown residents.

Ensure the safety and quality of rental housing in Chinatown through implementing code enforcement best practices and strategies that minimize displacement. Connect households and developers to housing rehabilitation resources that promote environmental sustainability and improve housing and neighborhood conditions.

HN 4. Foster a sense of neighborhood ownership among residents to build community unity and agency.

Collaborate with residents and property owners to support the City's current efforts in neighborhood rehabilitation and maintenance. Promoting resident involvement in planning and implementing neighborhood improvement projects will instill a sense of community pride.

HN 5. Assist the chronically homeless in their search for permanent and sustainable housing solutions.

Pursue a coordinated, multi-pronged strategy to engage and assist chronically homeless individuals through outreach, intake and assessment and housing navigation services. Continue to explore options for innovative and low-barrier temporary, transitional, and supportive housing alternatives.

Economic Development:

ED 1. Improve the appearance and cleanliness of Chinatown.

A safe and clean environment is requisite to attract more residents, visitors, private investment, and commercial activity to Chinatown. The neighborhood's current environment of blight, violent crime, and homelessness negatively impacts Chinatown's prospects of a vibrant economy that meets residents' needs. The City will need to find creative ways to work with residents and local businesses to expand the scope of sanitation improvements, such as street sweeping and trash pickup and develop a robust maintenance schedule and improved coordination to maintain a clean and safe neighborhood that is attractive and viable for private investment and commercial activity.

ED 2. Promote Chinatown's Identity as a Unique Cultural, Arts, and Shopping Destination.

Chinatown's rich multicultural history, culture and arts are assets that can be used to counteract the negative reputation of the neighborhood, and attract new residents, visitors, and investment to Chinatown. Promoting cultural programming and events such as the annual Asian and Obon Festivals as well as the creation of new cultural events will draw more residents and visitors to the neighborhood, increasing its economic activity. Coordinated promotion and branding efforts should include a new webpage that tells the neighborhood's multicultural story, showcases recent area improvements, and advertises upcoming events and promotes existing and new local businesses.

ED 3. Foster Business Creation, Retention, Expansion, And Attraction to Create a Critical Mass of Economic Activity Across the Neighborhood.

Growing the number and diversifying the type of business and services in Chinatown are essential to building a stronger economic base that creates job opportunities for Chinatown's workforce, provides retail options for the neighborhood's growing consumer base, and increases revenue for public and private re-investment in the neighborhood. Vacant and underutilized buildings and properties have the potential to become low-cost live/work units,



business incubators, and flexible makerspaces for artists, entrepreneurs and emerging industries. These emerging businesses will need business education, technical assistance and access to capital to thrive.

ED 4. Increase Access to Education Training, Entrepreneurship Programs, and Employment Opportunities for Existing and Future Residents.

Accessible, affordable education, training and career pathway programs will prepare current and future residents for higher paying employment opportunities thus improving their economic stability and quality of life. Programs should include targeted food culture and “Ag Tech” opportunities related to Salinas’ agricultural industry, and focus support for marginalized populations, such as individuals experiencing homelessness and undocumented immigrants, who often face discrimination in the job market.

Health and Safety:

HS 1. Cultivate a safe and clean neighborhood environment in which residents, employees, and visitors feel comfortable and safe at all times.

A safe and clean environment encourages residents to spend time outside their homes while being active and socializing with neighbors. It also brings visitors to the neighborhood and increases foot traffic for local shops. By stimulating economic development, new businesses will be more willing to invest in the neighborhood, thus creating job opportunities for the local workforce invest in the neighborhood and creating job opportunities for the local workforce.

HS 2. Continue to provide needed social services to stabilize the homeless population.

For a long time, homeless services have been concentrated in Chinatown. While these services are becoming more widely distributed throughout Salinas and Monterey County, unsheltered residents

must continue to be supported by these social services throughout the revitalization process. As new housing and increased services for those experiencing homelessness are provided, daytime camping must in turn be phased out.

HS 3. Address contaminated parcels, dilapidated buildings, and abandoned properties to ensure they are safe to residents and visitors.

Parts of Chinatown’s built environment pose serious risks to public welfare. A dilapidated built environment can serve as an invitation for criminal behavior and pose serious fire risks. Additionally, exposure to hazardous building materials – like lead and asbestos – can cause health complications. A robust set of improvements will ensure the community’s health and safety for years to come.

HS 4. Expand access to healthy and affordable foods for all residents.

Creating a strong and resilient community requires a healthy food culture. Currently, access to healthy and affordable foods is severely limited in Chinatown except for established food assistance programs. Efforts should focus on organizing a grocery store, farmers’ market, community garden, buying club, community kitchen, or/and educational campaign, which can go a long way in expanding access to fresh produce.

Transportation and Infrastructure:

TI 1. Establish an efficient, integrated, and well-connected road network that reconnects Chinatown with the rest of the community.

Chinatown’s Core neighborhood roadway network is poorly connected with the rest of Salinas and expansion area, creating issues for Chinatown residents wishing to access key destinations across the City. Converting the neighborhood to two-way streets, establishing a direct at-grade crossing across



the Union Pacific rail lines and devising a comprehensive streetscape plan will assist in reconnecting the neighborhood and creating safe access the Downtown and the Intermodal Transportation Center.

TI 2. Establish a complete multi-modal transportation network throughout Chinatown to improve public safety, circulation, and traffic congestion.

Chinatown's streets need to be retrofitted and reprogrammed to safely accommodate all modes of travel. Sidewalks and pedestrian crossings also need to be upgraded. New bike lanes along main arterials like E. Rossi are needed as well as and improved bus service for the residents to navigate the community without needing to use a personal automobile. Minimizing the prospect for traffic congestion in the future is key for the neighborhood.

TI 3. Establish high-quality streetscape improvements and amenities to create a walkable neighborhood.

Chinatown streetscape and infrastructure are in disrepair and in need of major upgrades. Many crosswalks and sidewalks in the neighborhood are damaged and repairing them is needed to create a pedestrian-friendly environment. These improvements along with more native trees and plants, ADA compliant ramps and pedestrian oriented lighting throughout the planning area will promote walkability throughout the neighborhood. These improvements will activate the public spaces by increasing foot traffic and ensuring pedestrian safety and comfort.

TI 4. Improve above and underground infrastructure in Chinatown.

As redevelopment occurs, Chinatown's above and underground infrastructure should be evaluated and upgraded to respond to the needs of a new residents and land uses. This requires significant investments in sewer systems, telecommunications and stormwater management among other utilities. Enhanced infrastructure financing through new State funding will be vital in accomplishing these upgrades.

TI 5. Ensure adequate parking facilities to support a thriving neighborhood.

New residential developments and commercial establishments will mean more people living, working, and visiting. This will translate to more cars into Chinatown. The City will need an innovative parking management plan to support the neighborhood's continued growth, ensure pedestrian-friendly streets, and support the local needs of its residents and businesses.

Art, Youth, Programming and Community Facilities:

AYPCF 1. Establish Chinatown as an arts and culture hub that celebrates its multicultural past, welcomes artists, and attracts public art investment.

Through Chinatown's strong arts and cultural organizations, the neighborhood is poised to become an arts and cultural center by deepening support for artists and ensuring they have places to live and work, and by hosting celebrations, public art, and storytelling of its history within the public spaces.

AYPCF 2. Support youth and family development by investing in programs that are healthy and nurturing.

Chinatown's many families and children can benefit from programs and services that provide resources and guidance so that young people and their families can thrive at every stage of life.

AYPCF 3. Encourage robust civic engagement and development of resident leaders committed to shaping Chinatown's future.

Robust stakeholder engagement and leadership shaped this Revitalization Plan, and the City and Chinatown community are committed to ongoing civic engagement that effectively involves and builds the capacity of local individuals and organizations as part of implementation.



AYPCF 4. Strengthen the capacity and sustainability of community-based organizations (CBOS) in Chinatown to provide critical services.

The City of Salinas will continue to partner with Chinatown's cultural and faith-based institutions and service providers to ensure they have the tools, resources and information needed to best serve the community and sustain their organizations.

AYPCF 5. Ensure that Chinatown allows for a full range of recreational activities to promote active and healthy lifestyles.

Through coordination and cooperation, the City of Salinas, local housing and service providers, and cultural and faith-based institutions will ensure residents have access to places and programs that support their health and well-being.

AYPCF 6: Create and support well-maintained and culturally relevant small parks and other urban gathering spaces in Chinatown.

As Chinatown revitalizes and redevelops, a strong system of diverse open spaces will serve the neighborhood by providing places for rest, relaxation, and respite. These clean, safe places can also be used to showcase Chinatown's rich and diverse arts and culture.