



Alisal Vibrancy Plan Goal Summary

Land Use:

GOAL LU 1. Preserve The Character of Traditional Neighborhoods While Adding New Units and Providing New Opportunities for Homeownership.

Owning a home is a dream of many Alisal residents. Diversifying housing options in low-density neighborhoods by encouraging accessory dwelling units, small-lot homes, and duplexes will create more opportunities for ownership while maintaining community character.

GOAL LU 2. Promote High- Quality, Affordable, Multi-Family Residential Housing in the Alisal.

With 68 percent of Alisal residents renting housing, it is crucial to increase the amount of multi-family housing to reduce overcrowding and encourage more affordable options. This can happen through redevelopment of underutilized sites, incentivizing affordable developments, and permitting a wider range of building types in higher density areas.

GOAL LU 3. Expand Mixed-Use Development to Increase Capacity for New Businesses, Services, And Housing.

Without vacant land, the primary way to meet the varied needs of Alisal residents is to construct taller buildings and mix uses to utilize lots most efficiently. Mixing uses also puts more employment and service opportunities within easy walking or biking distances in Alisal neighborhoods.

GOAL LU 4. Redevelop The Alisal Marketplace as A Unique, Dynamic, Pedestrian-Oriented Urban District Connecting the Downtown and the Alisal.

The Alisal Marketplace presents a large infill redevelopment opportunity in the core of Salinas. Changing development regulations to encourage a walkable mix of residential, commercial, and light industrial uses is necessary to transform the Marketplace and capitalize on recent investment in the area, which includes a new Police Services Headquarters.

GOAL LU5. Encourage The Development and Activation of Urban Community Spaces Within the Alisal.

Adopting creative strategies to counteract the lack of publicly owned land is necessary to add new plazas, play areas, community rooms, and green space to the neighborhood. These strategies include partnering with businesses to activate parking lots with temporary plazas and markets, greening streets and sidewalks, and requiring new development to provide community space.

GOAL LU 6. Integrate Public and Semi-Public Uses into the Neighborhood Fabric and Facilitate Shared Use of Space.

Schools, recreation centers, and places of worship are institutions that have significant land holdings and facilities and can be an even greater asset by sharing these spaces or adding new uses to address community needs such as housing.

GOAL LU 7. Promote The Culture, Art, Identity, And History of the Alisal Community Through Context and Place-Sensitive Design.

These development standards and architectural guidelines draw from the people and the heritage of the Alisal, as well as best practices in urban design,



to foster human-centered development that enriches the lives of the community.

Housing and Neighborhoods:

GOAL HN 1. Increase Housing Supply and Opportunities for All Alisal Residents.

Partnerships with outside agencies can assist the City with providing residents with a variety of housing options on public and privately-owned land. New affordable housing developments, redevelopment, and ADUs will meet the needs of varying household types while maintaining the Alisal culture and avoiding gentrification and displacement.

GOAL HN 2. Ensure Tenant Protections.

In the process of developing and redeveloping housing units, it is imperative that policies are put in place to avoid displacement, rent increases, and provide assistance for relocation. Facilitating educational programming for tenants and owners to understand their housing rights will also help to mitigate the impact of potential adverse effects.

GOAL HN 3. Ensure Safe and Healthy Housing for All Alisal Residents.

Expanding housing rehabilitation resources and holding landlords accountable will help improve housing conditions throughout East Salinas. The City must explore best practices for enforcing municipal codes and regulations, without further contributing to displacement.

GOAL HN 4. Advance Housing Affordability and Opportunity at All Income Levels.

Crafting regulations that help stabilize rent is critical to ensuring that current residents can stay in the Alisal. Collaboratively working with developers and owners to create innovative incentives can advance

the preservation and expansion of affordable housing.

GOAL HN 5. Stabilize and Support Neighborhoods.

Instilling a sense of community pride will encourage people to keep the Alisal clean, beautiful, and enjoyable. Local organizations, associations, and residents can join together to start neighborhood improvement projects, alongside the City's current efforts.

Economic and Workforce Development:

GOAL ED 1. Improve the Appearance and Cleanliness of the Alisal's Commercial Corridors.

Providing an attractive environment that promotes safety and security will attract a larger customer base, increasing economic activity in the Alisal.

GOAL ED 2. Foster Business Creation, Retention, Expansion, and Attraction.

Local entrepreneurs and business owners need access to business education, technical assistance and capital in order to start, grow, and expand their businesses.

GOAL ED 3. Promote the Alisal's District Identity as a Unique Cultural, Arts, and Shopping Destination.

Highlight the Alisal's Latino heritage, rich history, and artistic culture to attract visitors, private investments and generate more revenue and jobs.

GOAL ED 4. Build Strong Relationships Between the City and Business/Commercial Property Owners.



Cultivating a strong relationship between the City and property and business owners will help City services and resources support and accelerate commerce and development in the Alisal.

GOAL ED 5. Increase Access to Education Training an Entrepreneurship Programs.

Accessible and affordable education, training and career pathway programs will prepare more Alisal residents for higher paying employment opportunities, thus improving their quality of life.

GOAL ED 6. Expand Availability of and Access to High-Quality Child- Care Services.

Parents must have access to affordable, quality childcare to maintain stable employment and to provide a solid early education foundation for their children.

Community Health and Safety:

GOAL HS 1. Ensure That Streets, Parks, And Public Spaces in the Alisal Are Safe.

A safe environment is necessary for fostering a physically active and social community. Well-lit neighborhoods and public spaces support increased community activity that results in more individuals on the street deterring unwanted and unwelcomed behaviors.

GOAL HS 2. Create Beautiful and Active Public Spaces That Support Social Interaction, Active Lifestyles, And Cultural Celebration.

Safe, clean, and appealing public spaces, serve as venues for the community to gather, recreate, and celebrate the culture of the Alisal. Fostering social interaction, activity and opportunities for engagement supports healthy lifestyles and behaviors.

GOAL HS 3. Improve Community Safety and Health Through Civic Engagement, Education, And Capacity and Relationship Building.

The City, community-based organizations, business owners and residents must work in collaboration to develop and implement preventative programming for the Alisal. These partnerships need to be centered around building resident capacity and deepening positive relationships based on trust, transparency and dialogue that identifies residents as experts in understanding the needs of the community and provides them with resources, information and opportunities to work collaboratively with public safety to identify issues and develop solutions to improve the health and safety of their community.

GOAL HS 4. Expand Access to Affordable, Healthy, Culturally Relevant, And Sustainable Food.

While the Alisal has many healthy food assets, these foods are often expensive and inconvenient to purchase and cook. Raising awareness around the importance of healthy food, including creating more community gardens, educational materials, incentives and campaigns can expand residents' access and consumption of healthy food.

GOAL HS 5. Expand Access to Culturally Competent Medical and Mental Health Services.

A community's ability to access comprehensive, quality health care services is vital to promoting health, preventing disease, and improving overall quality of life. Removal of barriers such as lack of insurance coverage, limited locations and hours of medical services, and bilingual language services will increase residents access to affordable, culturally-appropriate mental and physical health services.



Transportation and Infrastructure:

GOAL TI 1. Design and Maintain Safe Streets.

Transportation safety in the Alisal can be improved through street and intersection design and maintenance. Well-marked crosswalks in addition to sidewalk connections and extensions can make neighborhood streets safer and more welcoming to pedestrians. Bike facilities will allow another way for residents to get around safely and easily. New curb and street designs will be used to decrease traffic speed in neighborhoods and around schools.

Goal TI 2. Establish a Connected and Equitable Multimodal Transportation Network.

Matching bus schedules and routes to community needs and creating a robust network of bike lanes can increase transit ridership and encourage many Alisal residents to use alternative forms of transportation. Encouraging strategies for promoting carpooling and public transportation can reduce the number of cars on the road and provide suitable options for residents without cars.

Goal TI 3. Provide High Functioning Infrastructure and Attractive Streets with Pedestrian Amenities.

In order for the Alisal to be a safe, healthy, and thriving community, sewers, stormwater systems, internet services, and other utilities must be upgraded to serve its population now and in the future. Green infrastructure, street furniture, and pedestrian design are also essential considerations for sustaining and supporting neighborhood activity.

Goal TI 4. Improve Parking Management for Both Residents and Businesses.

Demand for parking is exacerbated by the high residential density of the Alisal and lack of controls

in commercial areas. By applying and effectively enforcing a parking management program, availability in commercial and residential zones can be increased. Efforts to promote alternative transportation can reduce parking demand and free up parking spaces by decreasing the amount of individual car trips.

Youth, Art, Parks, Recreation and Enrichment:

GOAL YAP 1. Support youth leadership and development by investing in healthy and nurturing programs.

Youth are the future of the Alisal. With half of the population under 25 years old, it is critical to create opportunities for them to engage in and lead civic processes and participate in leadership training and career development programs.

GOAL YAP 2. Encourage robust civic engagement and development of resident leaders committed to shaping the Alisal's future.

Culturally effective engagement strategies and a commitment to removing barriers to participation will empower more East Salinas residents to share their voice and guide local government decision making and projects for the betterment of the community.

GOAL YAP 3. Strengthen the capacity and sustainability of community-based organizations in the Alisal to provide critical services.

Providing community-based organizations with training, technical assistance, as well as funding and collaboration opportunities, will grow the capabilities and increase the longevity of these



groups in East Salinas, and bolster the multitude of services they provide to the community.

GOAL YAP 4. Prioritize arts and culture investments to support creativity, expression, and beauty for the Alisal community.

The Alisal community takes tremendous pride in its creative culture and sees the value of investing in education and programming to create more opportunities to experience visual and performance art, as well as developing the resources to allow artists to live and work in the Alisal.

GOAL YAP 5. Support the recreational, educational, and social needs of residents through new and existing community facilities.

The Alisal's recreation centers and other facilities need investment and refurbishment to continue serving the many community members that use them daily. Expanding educational partnerships and developing joint-use agreements with school districts will help increase access to enriching programming and activities for residents of all ages.

GOAL YAP 6. Create and support a diverse, well maintained, and culturally relevant network of parks and gathering spaces within the Alisal.

Providing amenities, such as picnic areas, fitness equipment and improved playgrounds, as well as increasing parks maintenance, will help increase activity levels and make Alisal parks family- friendly and safe for the community.