

## AGENDA

Alisal Vibrancy Plan Steering Committee Meeting Notes

Plan de Alisal Notas del Comité Directivo

July/Julio 26, 2018

6-8pm, Firehouse Recreation Center, 1330 E Alisal St

Food and Registration/ Comida y Registración

6:00 Conocimiento

What stood out from your Working Group? / ¿Qué se destacó de su grupo de trabajo?

6:05 Announcements/Anuncios

Second August meeting date/ Segunda fecha de junta de agosto

6:10 Review Guiding Principles comments/ Revisar los comentarios sobre Guías Visionarias

The Guiding Principles were provided in English and Spanish to members of the steering committee and they were asked to review them. Members agreed with the principles presented with some editing suggestions. / *Las Guías Visionarias se proporcionaron en inglés y español a los miembros del comité directivo y se les pidió que los revisaran. Los miembros estuvieron de acuerdo con los principios presentados con algunas sugerencias de edición.*

6:15 Public comment period/ Periodo de comentario publico

During this time, steering committee members who attended the Williams Road Improvements Project Meeting were given the opportunity to share any thoughts or comments they had. / *Durante este tiempo, los miembros del comité directivo que asistieron a la reunión del Proyecto de Mejoramiento Williams Road tuvieron la oportunidad de compartir cualquier idea o comentario que tuvieran.*

6:25 Land Use Activity – opportunity sites and use intensification/ Actividad de uso del terreno: sitios de oportunidad e intensificación del uso

City staff reviewed with members each of the four opportunity sites and explained potential development possibilities and constraints for each site. The group suggested Land Use recommendations and concerns which included ensuring an equitable housing and being mindful of the building height and surrounding areas. / *El personal de la ciudad revisó con los miembros cada uno de los cuatro sitios de oportunidad y explicó las posibles posibilidades de desarrollo y las limitaciones para cada sitio. El grupo sugirió recomendaciones e inquietudes sobre el uso de la tierra que incluían asegurar una vivienda equitativa y tener en cuenta la altura del edificio y las áreas circundantes.*

#### 6:55 Vision Statement Activity/ Actividad de Declaración de Visión

City staff provided a Vision Statement Activity worksheet where members were asked to answer a few questions to facilitate the process of coming up with individual vision statements for the Alisal Vibrancy Plan. They were asked to share their vision statement with the group and these sheets were collected by staff to be able to consolidate comments and present a vision statement to the members at the next meeting. */El personal de la ciudad proporcionó una hoja de trabajo de actividad de declaración de visión donde se les pidió a los miembros que respondieran algunas preguntas para facilitar el proceso de generar declaraciones de visión individuales para el Plan de Alisal. Se les pidió que compartieran su declaración de visión con el grupo y estas hojas fueron recolectadas por el personal para poder consolidar los comentarios y presentar una declaración de visión a los miembros en la próxima reunión.*

#### 7:25 Review Transportation Working Group Content/ Review of Transportation Working Group Content – Matrix and new draft complete street concept

*Members were given an opportunity to review the Transportation matrix and add dotted stickers to whichever concept they thought was important. They were also asked to put dotted stickers on the street features that they thought should be prioritized with most dots being placed on diagonal parking, bike lanes and street improvements. / Los miembros tuvieron la oportunidad de revisar la matriz de Transporte y agregar calcomanías con puntos a cualquier concepto que consideraran importante. También se les pidió que pusieran calcomanías con puntos en las características de la calle que, sin embargo, debían priorizar, ya que la mayoría de los puntos se colocaban en el estacionamiento diagonal, carriles para bicicletas y mejoras en las calles.*

#### 7:55 Closing/Cierre

**Administrative Draft #6**

**April 4<sup>th</sup>, 2018**

**The City of Salinas Overarching Core Value:**

- ***An Inclusive, Diverse and Welcoming City where all Persons can Thrive***

Salinas believes that an inclusive, diverse and welcoming environment is essential to developing and sustaining a livable City, which is working as a community to ensure that all members have equitable access to opportunities to advance their well-being regardless of their circumstances. The City's decisions, policies and practices are rooted in the principles of social equity and sustainability so that the fundamental needs of all people are met regardless of their race, color, ethnicity, age, religion or beliefs, income or where they live, language, marital status, gender identity or sexual orientation, place of birth, health or disability.

Comments: Shorten sentences so it doesn't run on. Include "legal status" in "age, religion or belief, income...". Include future generations, youth and children are the future of what we are doing. Defining the VALUES of Salinas as having: access to affordable and quality housing, promoting safe neighborhoods and access to health services.

This Overarching Core Value is embedded in each of the following Guiding Principles:

**Guiding Principles:**

***Economic Prosperity, Equity and Diversity*** - A City where all persons have equitable access to prosperity through a diversified economy, jobs and educational/training opportunities:

- ***Diverse Economy*** - Create a diversified economy that looks to the future, attracts emerging industries, supports entrepreneurship, innovation, and creativity, and promotes the City (and the greater Salinas Valley) as the premier center for agricultural productivity and AgTech.
- ***Small Business Resources*** - Foster small business development and ensure that existing businesses gain access to the capital, resources and services that they need to succeed, expand and stay in the City.
- ***Skilled Workforce*** - Create a skilled workforce by providing educational and training pathways to increase job opportunities and earning power.
- ***Desirable Salinas*** - Promote the image of the City as a desirable, safe, and vital location for businesses to locate and people to live, work, and visit.

Translation: Una Salinas deseable se centra en la preparación y la capacidad. / A desirable Salinas focuses on preparedness and capacity.

Translation: Small Business Resources | recursos para pequeñas empresas

*Comments: Youth pathways, teen jobs and internships. Include AgTech as a bullet or in list with other industries and more green jobs.*

*Comments: Don't have to leave – employment opportunities here*

**Housing Opportunities for All** – A City with a diversity of housing types and affordability levels for new and existing residents:

*Comments: A city with a diversity of housing types and affordability levels for new and existing residents. / Una ciudad con diversidad de tipos de vivienda y niveles de asequibilidad para residentes nuevos y existentes.*

*Comments: Eliminating barriers to getting housing / eliminar barreras para obtener viviendas*

*Comments: Housing near transportation hubs / viviendas cerca de centros de transporte*

*Comments: safe and well maintained housing / Viviendas seguras y bien cuidadas*

*Comments: Affordable housing for schools and basic needs / Viviendas accesibles a escuelas y necesidades basicas*

- **High Quality Housing** - Facilitate the development of safe, clean and affordable housing throughout the City that meets the diverse needs of the community and supports healthy living (with emphasis on transit-oriented development, high quality rental housing and home ownership).
- **Remove Barriers to Housing** - Remove unfair or inappropriate barriers to housing, address homelessness and overcrowding, and work to ensure housing opportunities exist for the underserved and most vulnerable members of the community.
- **Safe and well Maintained Housing** - Ensure existing housing and neighborhoods are well maintained to improve safety, bolster community pride, and foster social connections.
- **More Housing Around Transportation Hubs** - Promote new higher density and mixed use residential development around key community assets, near public and active transportation and along major corridors.

*Comments: Minimize displacement in process of revitalization. Energy efficiency for housing, "green housing".*

*Translation: A city with a diversity of housing types and affordability levels for new and existing residents. / Una ciudad con diversidad de tipos de vivienda y niveles de asequibilidad para residentes nuevos y existentes.*

*Translation: Eliminating barriers to getting housing / eliminar barreras para obtener viviendas*

*Translation: Housing near transportation hubs / viviendas cerca de centros de transporte*

*Translation: safe and well maintained housing / Viviendas seguras y bien cuidadas*

*Translation: Affordable housing for schools and basic needs / Viviendas accesibles a escuelas y necesidades basicas*

**Healthy and Safe Community** – A City which strives to protect and improve the personal safety, health and welfare of the people who live, work, and visit:

- **Build Trust with Public Safety** - Build a trusting relationship between the community and public safety to reduce violence and ensure people feel safe going about their daily activities. *Building trust ≠ addressing root problems of safety.*
- **Crime Prevention through Partnerships** - Emphasize crime prevention through the provision of effective programs, focused resource allocation, partnerships with local groups, and the design of the built environment.
- **Reduce Health Inequities** - Partner with health providers and organizations to improve the health of the community, reduce health inequities, and provide access to health care.
- **Access to Healthy Lifestyle** - Promote equitable access to healthy food, parks, recreation and other desired amenities to encourage healthier lifestyle choices.
- **Clean Air and Water** - Ensure the protection and sustainable use of the City's air, water, land, and natural resources.
- **Emergency Preparedness** - Cultivate the preparedness of our most vulnerable population, improve the resiliency of the City's hard infrastructure, and reduce greenhouse gas emissions to ensure a better response to climate change and natural disasters.

*Comments: Invest in Health care training to provide service*

*Translation: Clean air and water= agua potable y aire limpio*

**Youth are the Future** – A City where youth flourish and have equitable access to education, recreation and a healthy urban environment:

- **Safety and Opportunity for Youth** - Strive to end childhood poverty, improve literacy, and eliminate youth violence.
- **Quality Education for Youth** - Ensure all youth have access to quality preschools, schools, afterschool programs, libraries and recreational opportunities.
- **Training Pathways for Youth** - Support educational and training pathways and opportunities for all youth so they can gain skills that will help them improve their well-being, upward mobility, secure employment and allow them to remain in the community.
- **Family Support Services** - Foster access to family support services to help parents, families and caregivers fulfill their roles and provide a safe, caring and healthy atmosphere where youth can thrive and achieve their full potential.

**Collaborative, Inclusive and Engaged Decision-Making** – A transparent and responsive City *government* driven by the voices of a participatory community:

- **Encourage Active Participation** - Encourage and engage all people (especially youth) to have an active role in driving City decisions, policies and practices.

- **Form Community Partnerships** - Form community partnerships in the City that foster transparency and effective communication.
- **Build Capacity for Change at Community Level** - Encourage and invest in community problem solving and neighborhood improvement efforts by building the capacity of persons, partners and community groups to create change and maximize the impact of limited resources.
- **City is Held Accountable** - Ensure City policies align with the Overarching Core Value, Guiding Principles, and the General Plan. *(was starred and red dotted by public)*

*Comments: encourage active participation based on needs and wants of communities.*

*Meaningful participation that leads to real outcomes, Involvement in committees that represent the community.*

*Translation: Build capacity for change at community level= Fortalezer capacidades para cambios en el nivel comunitario. Encourage active participation= "Fomentar la participacion constante*

**Livable and Sustainable Community** – A well-planned City with a thriving ~~downtown~~ **East Salinas** and community core, excellent infrastructure (streets, sewers, parks, trees and open spaces, libraries, and community facilities, etc.) that meet the unique and changing needs of the community:

- **Sustainable Infrastructure** - Promote livability by focusing on sustainable land use planning, targeted circulation and infrastructure improvements that provide equitable access and the efficient use of resources.
- **Vibrant Gathering Places** - Encourage vibrant and active community gathering spaces such as libraries, community facilities, open spaces, parks, and plazas.
- **Well Maintained Facilities** - Ensure the City's infrastructure is well maintained, has sufficient capacity, and is adaptable to emerging development patterns, changing land uses, technological advances and lifestyles.
- **Clean and Maintained City** - Work cooperatively with the community members and others to maintain properties, ensure effective code enforcement, preserve natural and architectural assets, revitalize disinvested commercial and residential corridors and promote greening and beautification of the City.

*Comments: Define sustainable: having resources?*

*Focus city core, focus growth areas and not just downtown.*

**Connectivity, Access and Mobility** – An active City with a well-connected, eco-friendly network of multi-modal streets, bikeways, greenways and trails, and effective public transportation options:

- **Safe and Modern Transportation Choices** - Create a modern, safe, sustainable and connected transportation network that provides a variety of mobility choices for all.
- **Improved Access to Facilities** - Improve access and connect pedestrian and bicycle linkages and public transit from all neighborhoods to schools, parks, open space, shopping and services, employment centers, downtown and other community core areas to promote connectivity.

- **Focus on Pedestrians and Bicyclists** - Focus on walkability, cycling, and transit rather than automobiles when considering new development or revitalizing existing neighborhoods.

*Comments: Add "Basic Necessities" as a way to improve access to facilities.*

*-Clean walkways and more trash cans, green tech in transportation, transit efficiency with bike sharing*

*-Promote youth mobility*

**A Community to Celebrate** – A City that celebrates, promotes and honors the diversity, history, art, and culture of its community:

- **Promote Diversity and Culture through Events** - Promote the rich diversity and culture in Salinas through art, music, festivals, parades and other community events.
- **Celebrate History and Architecture of Salinas** - Celebrate the City's history, the architecture of its buildings and the diverse culture of its people.
- **Encourage Community Based Places** - Foster a sense of place by encouraging community driven transformation, initiating themed districts, and by building upon existing neighborhood identity.

*Comments: Physical representation of history and diversity. Celebrating the heritage of Latino and Indigenous tribes of the area, Indigenous tribe(diverse group)founded the city*

## MEMORANDUM

DATE July 23, 2018  
TO Lisa Brinton, Jonathan Moore, Doug Svensson, Beth Altshuler, Matt Raimi  
FROM Bruce Brubaker, Abraham Sheppard  
SUBJECT Alisal Opportunity Sites – Draft Concepts

The four Opportunity Site concepts respond to site-specific urban and natural contexts and to ideas discussed during community outreach efforts. In this memo, each concept is described through a brief text summary, land use summary table, a concept diagram, and representative images illustrating some proposed building types.

Because these concepts are aspirational in nature, they do not necessarily adhere to existing development regulations for each site. However, existing parking requirements have been used to help guide the determination of land use and residential densities.

Please review these comments and provide feedback/direction regarding any revisions needed before initial economic analyses can begin.



## Opportunity Site 1: Alisal Marketplace

### Medium Density Residential / Retail / Public Plaza

- 3-story apartment buildings over podium parking (105 units)
  - One-bedroom and three-bedroom units
  - Double loaded on the East Alisal side
  - Single loaded on the west and south sides, ensuring apartments do not face the rail line. Apartments face apartment patios, and hallways would extend along the west and south sides walls.
  - Similar scale/density to nearby Tynan Village at East Alisal Street and Front Street. (Tynan Village differs from the opportunity site concept in that it includes some mixed use along Front Street and a parking garage instead of podium parking.)
- Public plaza facing the police station
  - Provides public/civic space near the police headquarters.
  - Responds to the Steering Committee’s interest in public space at this site, as discussed during the Land Use Workshop.
- One-story retail with at the corner of East Alisal Street and Murphy Street (approximately 6,000 square feet).
  - Provides potential neighborhood-supportive services.
  - Street-facing retail enlivens the street.
  - Lower building height provides an open feel for the public plaza.
- Current zoning is Industrial-General Commercial (IGC)

LAND USE	NUMBER OF UNITS OR APPROXIMATE SQUARE FEET	PARKING SPACES - DESIRED	PARKING SPACES - PROVIDED
<b>3-story multifamily residential over podium parking</b>	One-bedroom units: 60 Two-bedroom units: 45 Total units: 105	1.5 per one-bedroom unit (90) 2 per two-bedroom unit (90) Total: 180	Total: 180 (podium)
<b>Courtyard/patios above parking</b>	13,000 SF	n/a	n/a
<b>Public plaza</b>	6,500 SF	n/a	n/a
<b>Retail</b>	6,000 SF	1 per 300 SF (20)	On-street diagonal parking
<b>Office</b>	∅SF	n/a	n/a

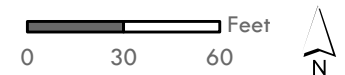


## OPPORTUNITY SITE 1: ALISAL MARKETPLACE

1" = 60'

Total Area: 1.96 acres / 85,347 SF

Total Residential Units: 105 (54 dwelling units per acre)



Representative Images  
Opportunity Site 1 (Alisal Marketplace)



3-Story Apartments Over Podium

The Opportunity Site concept incorporates podium parking rather than the commercial uses shown here. These images illustrate the approximate scale of the proposed building type.



1-Story Retail Building



Public Plaza

## Opportunity Site 2: North Wood/North Pearl Streets

### Residential Infill

- 2-Story fourplex residential buildings with tuck-under parking
  - Each building has 2 one-bedroom units on the first floor and 3 two-bedroom units on the second floor (24 total dwelling units).
  - Two tuck-under parking spaces per building, with additional parking located on adjacent surface lots.
- 2-story multifamily apartment building over podium parking
  - Studios and one-bedroom units (24 total units)
  - Perceived building height is attenuated because of an upward grade change on the parcel's south side.
- Pedestrian-scale paseo
  - Provides a connection to La Paz Park and access to resident parking.
- Small plaza/play area and community garden provide resident amenities that complement amenities at nearby La Paz Park.
- Building types are compatible in scale with the surrounding neighborhood while increasing density.
- A sewer main running through the site east-west is a potential constraint.
- Current zoning is Commercial Retail (CR)

LAND USE	NUMBER OF UNITS OR APPROXIMATE SQUARE FEET	PARKING SPACES - DESIRED	PARKING SPACES - PROVIDED
<b>2-Story fourplex residential with tuck-under parking</b>	One-bedroom units per building (1st floor): 2 Three-bedroom units per building (2nd floor): 2 Units per building: 4 Total units: 24	1.5 per one-bedroom unit (18) 2 per three-bedroom unit (24) Total: 42	12 tuck-under 32 surface Total: 44
<b>Multifamily residential over podium parking</b>	12 studios 12 one bedroom units Total units: 24	1 per studio (12) 1.5 per one bedroom unit (18) Total: 30	20 podium 12 surface Total: 32
<b>Plaza and community garden</b>	6,000 SF	n/a	n/a
<b>Paseo</b>	10,000 SF	n/a	n/a
<b>Retail/Office</b>	∅SF	n/a	n/a

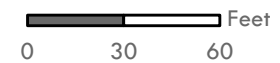


## OPPORTUNITY SITE 2: NORTH WOOD/NORTH PEARL STREETS

1" = 60'

Total Area: 1.20 acres / 52,108 SF

Total Residential Units: 48 (40 dwelling units per acre)



Representative Images  
Opportunity Site 2 (North Wood/North Pearl Streets)



2-Story fourplex

These images indicate the approximate scale of the proposed 2-story fourplexes.



2-Story multifamily residential over podium parking

The Opportunity Site concept incorporates podium parking rather than the commercial uses shown here. This image illustrates the approximate scale of the proposed building type.



Paseo

## Opportunity Site 3: Division Street

### Residential with Mixed Use and Office

- 3-story fourplex and fiveplex residential buildings with tuck-under parking
  - Each building has 4 or 5 three-bedroom units, which are 2 stories above tuck-under parking
  - All parking is contained in tuck-under parking
- 3-Story Mixed use building facing Market Street
  - 11 dwelling units over ground-floor retail
- Office uses at Market/Sanborn
  - Corridor use that strengthens the streetwall while maintaining neighborhood scale
- To enhance site access and circulation, a possible connection between Sanborn Street and the north end of Division Street can be explored. This could be accomplished through a lot line adjustment (see concept diagram).
- Multi-use path provides a connection to Cesar Chavez Community Park.
- Existing detention/drainage areas are preserved.
- Current zoning is Mixed Use (MU).

LAND USE	NUMBER OF UNITS OR APPROXIMATE SQUARE FEET	PARKING SPACES - DESIRED	PARKING SPACES PROVIDED
3-Story Fourplex/fiveplex residential with tuck-under parking	Three-bedroom units per building: 4 or 5 (8 buildings) Total units: 37	2 per three-bedroom unit (74) Total: 74	74 tuck-under spaces + on-street
3-Story mixed use: residential over retail	Studio units: 6 One-bedroom units: 5 Total units: 11	1 per studio (6) 1.5 per one-bedroom unit (8) Total: 14	14 surface
Public park/open space	18,000 SF	n/a	n/a
Detention/drainage Area	43,000 SF	n/a	n/a
Retail	7,000 SF	1 per 300 SF (23)	16 surface spaces + on-street
Office	9,000 SF	1 per 300 SF (30)	30 surface

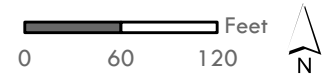


## OPPORTUNITY SITE 3: DIVISION STREET

1" = 120'

Total Area: 4.08 acres / 177,607 SF

Total Residential Units: 48 (12 dwelling units per acre)





Representative Images  
Opportunity Site 3 (Division Street)



3-story mixed use with residential over retail



3-Story residential with tuck-under parking

Opportunity Site 4: East Laurel Drive

**Multifamily Residential and/or Senior Housing**

- Development potential is greatly limited by steep topography throughout the site.
- Buildable area requiring minimal grading is located on the east side facing East Laurel Drive.
- 2-story residential building is consistent with surrounding housing densities. (Senior housing is imagined in this concept)
- Podium parking eliminates the need for surface parking that would reduce buildable area.
- A multi-use path along the top edge of the open space provides a convenient neighborhood linkage between Laurel Drive and Cesar Chavez Community Park
- Current zoning is Residential Low Density (R-L)

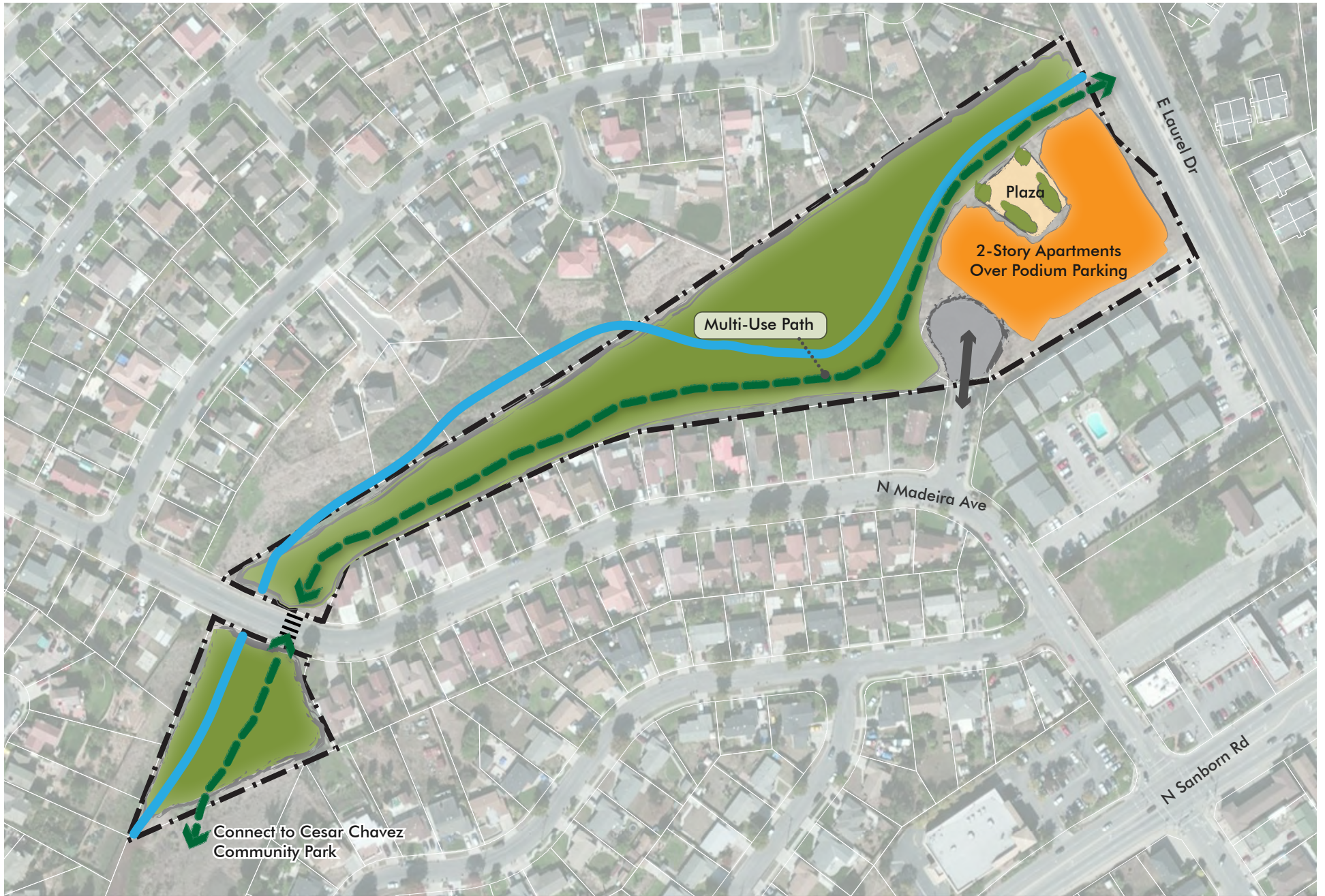
LAND USE	NUMBER OF UNITS OR APPROXIMATE SQUARE FEET	PARKING SPACES - DESIRED	PARKING SPACES - PROVIDED
<b>2-Story residential (multifamily and/or senior housing) over podium parking</b>	Studio units: 20 One-bedroom units: 45 Two-bedroom units: 45 Total units: 110	1 per studio (20) 1.5 per one-bedroom unit (68) 2 per two-bedroom unit (90) Total: 178	Total: 150 (Podium)
<b>Plaza</b>	9,000 SF	n/a	n/a
<b>Open space</b>	260,000 SF	n/a	n/a
<b>Retail/Office</b>	ØSF	n/a	n/a

**Representative Image  
Opportunity Site 4 (East Laurel Drive)**



2-Story multifamily residential over podium parking

The Opportunity Site concept incorporates podium parking rather than the commercial uses shown here. This image illustrates the approximate scale of the proposed building type.

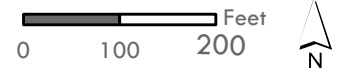


## OPPORTUNITY SITE 4: EAST LAUREL DRIVE

1" = 200'

Total Area: 8.81 acres / 383,741 SF

Total Residential Units: 110 (12.5 dwelling units per acre)



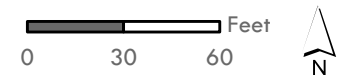


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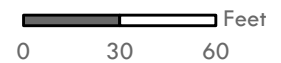


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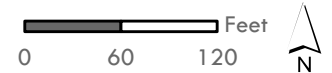


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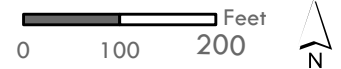


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## Transportation Matrix

To view the Transportation matrix you can go to our website, they are listed under the main tab 'Get Involved' then click the 'Working Groups' tab <https://www.alisalvibrancyplan.org/working-groups-1>

Para mirar la tabla de grupo de trabajo de Transportación puede ir a nuestro sitio web, esta debajo de la etiqueta principal 'Envucrese' y luego presione la etiqueta 'Grupos de Trabajo'. <https://www.alisalplanesp.org/grupos-de-trabajo>