



ALISAL Vibrancy Plan
PART OF VISIÓN SALINAS

Alisal Land Use Strategy Discussion

Steering Committee/Working Group Meeting

Tuesday, November 13, 2018

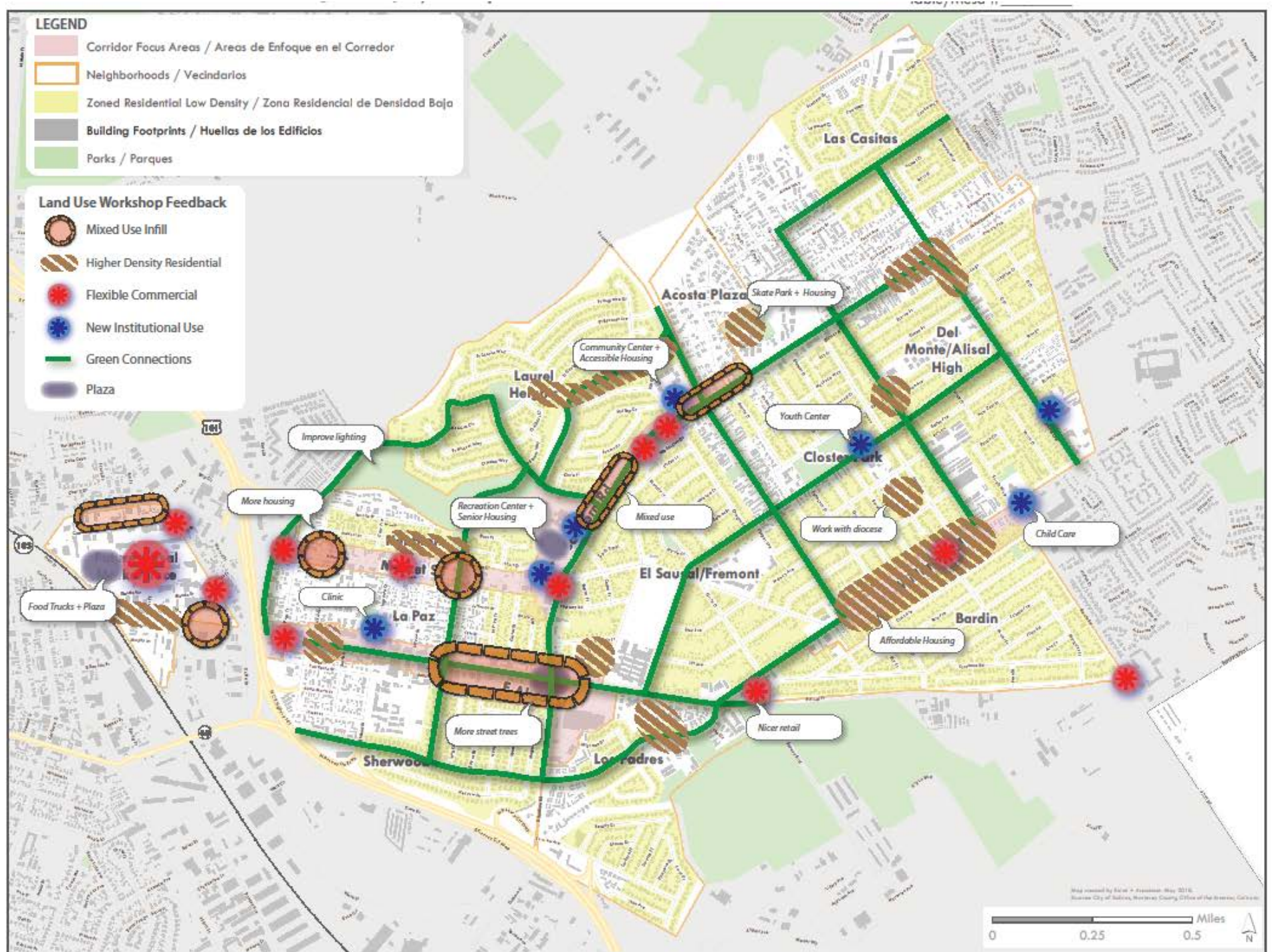




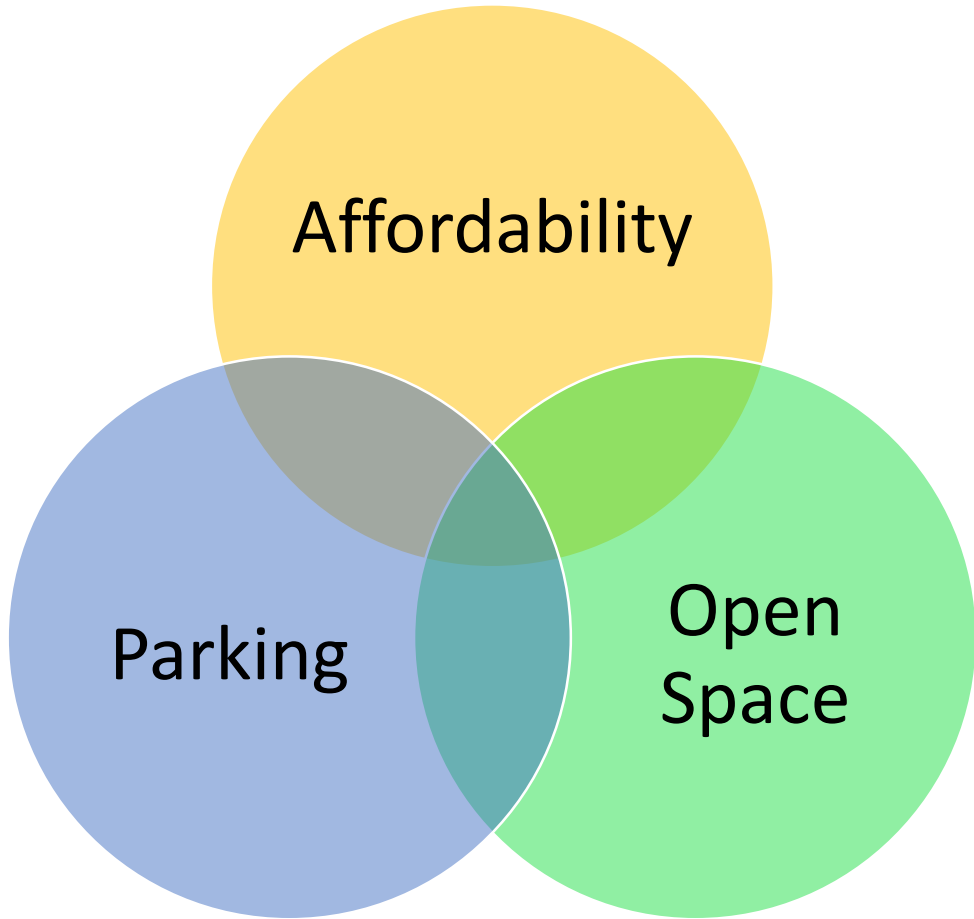
Today's items:

1. A quick look back
2. High-level recommendations
3. Opportunity site update and priorities
4. Plaza locations and strategies
5. Direction of the "Marketplace" area
6. *Planning engagement evaluation and December celebration*

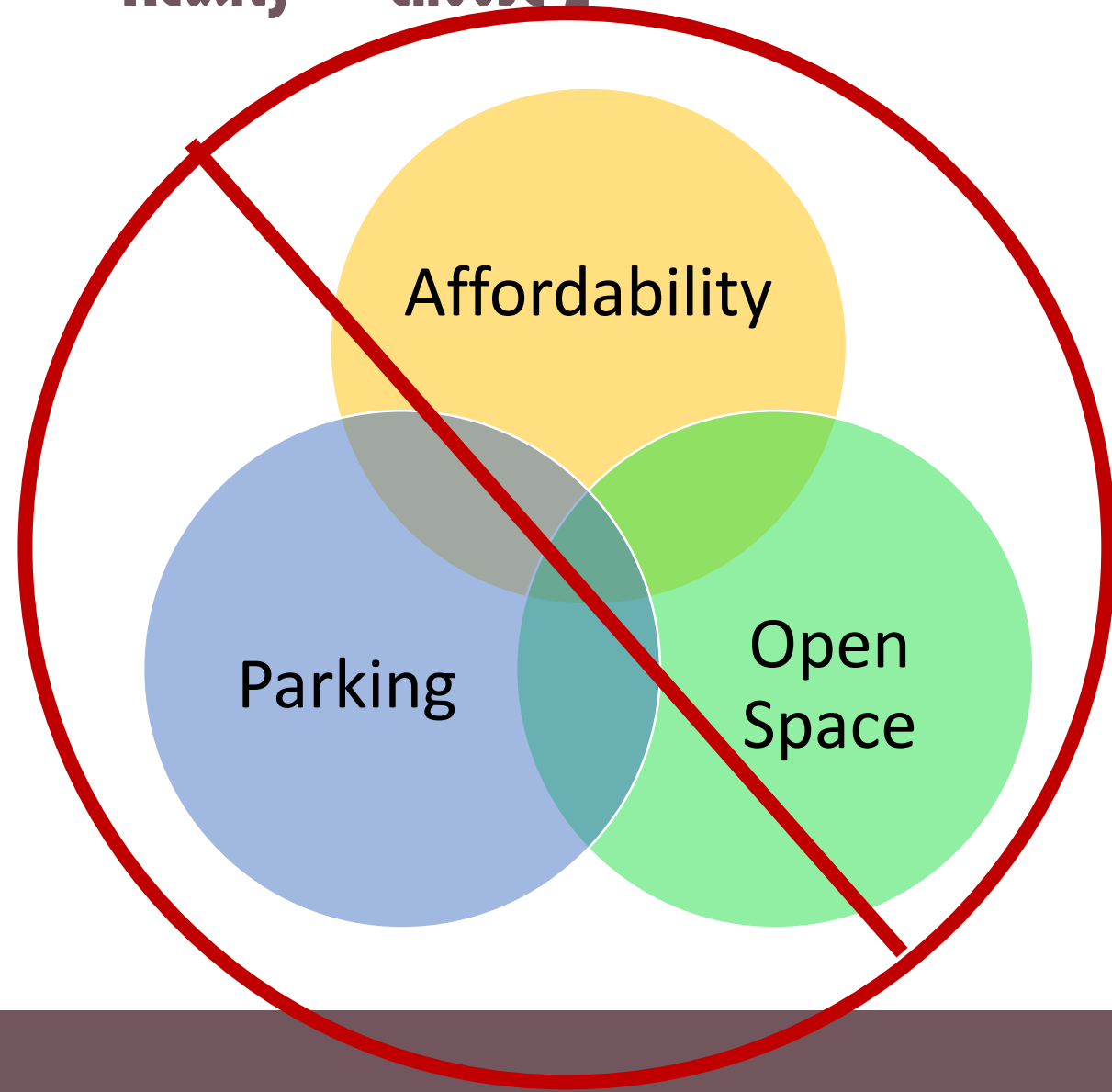
Workshop Results



Goals of Design



Reality = Choose 2



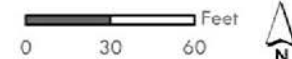


OPPORTUNITY SITE 1: ALISAL MARKETPLACE

1" = 60'

Site Area: 1.96 acres / 85,347 SF

Total Residential Units: 97 (50 dwelling units per acre)





Greenway/Paseo for Walking and Bicycling, with vehicular access to resident parking (bollards prevent through traffic)

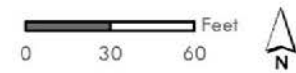
2-Story Fourplex Buildings:
 • 2 one-bedroom units (first floor)
 • 2 three-bedroom units (second floor)
 • 2 tuck-under parking spaces per building
 • Additional surface parking for residents

2-Story Fourplex Buildings:
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OPPORTUNITY SITE 2: N. WOOD/PEARL

1"=60'

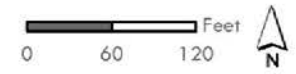
Site Area: 1.20 acres / 52,108 SF
 Total Residential Units: 48 (40 dwelling units per acre)





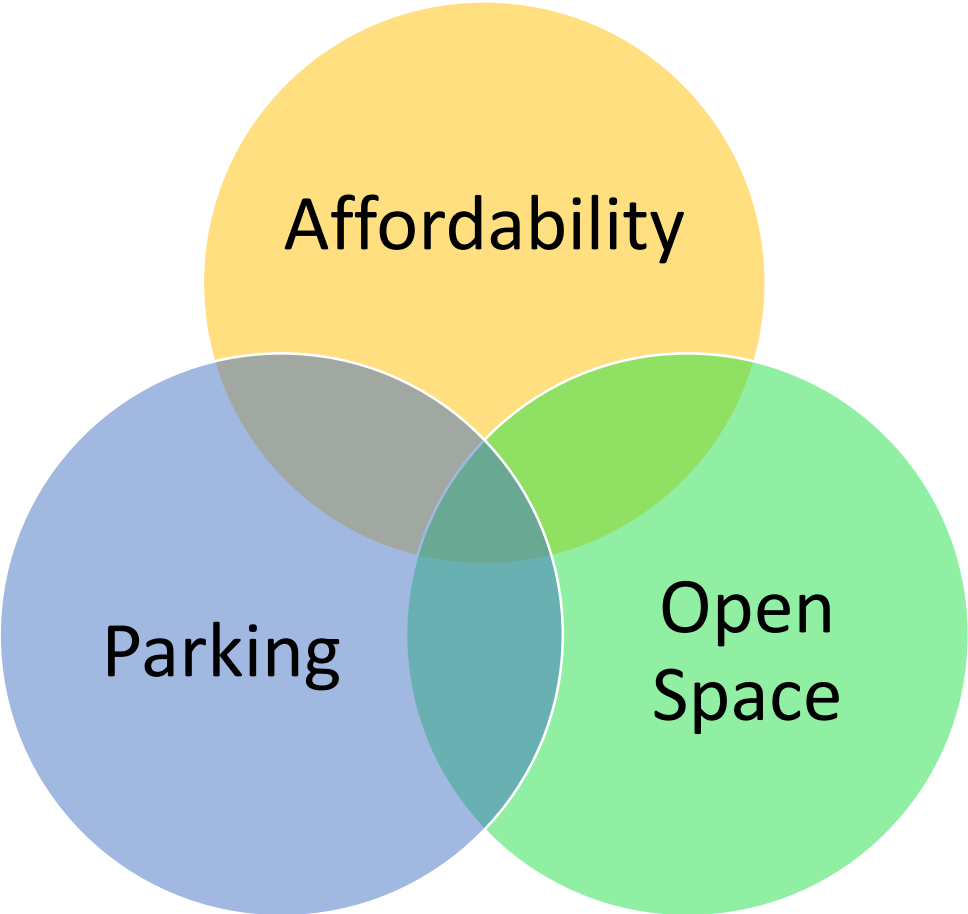
OPPORTUNITY SITE 3: DIVISION STREET

1" = 120'
 Site Area: 4.08 acres / 177,607 SF
 Total Residential Units: 48 (12 dwelling units per acre)

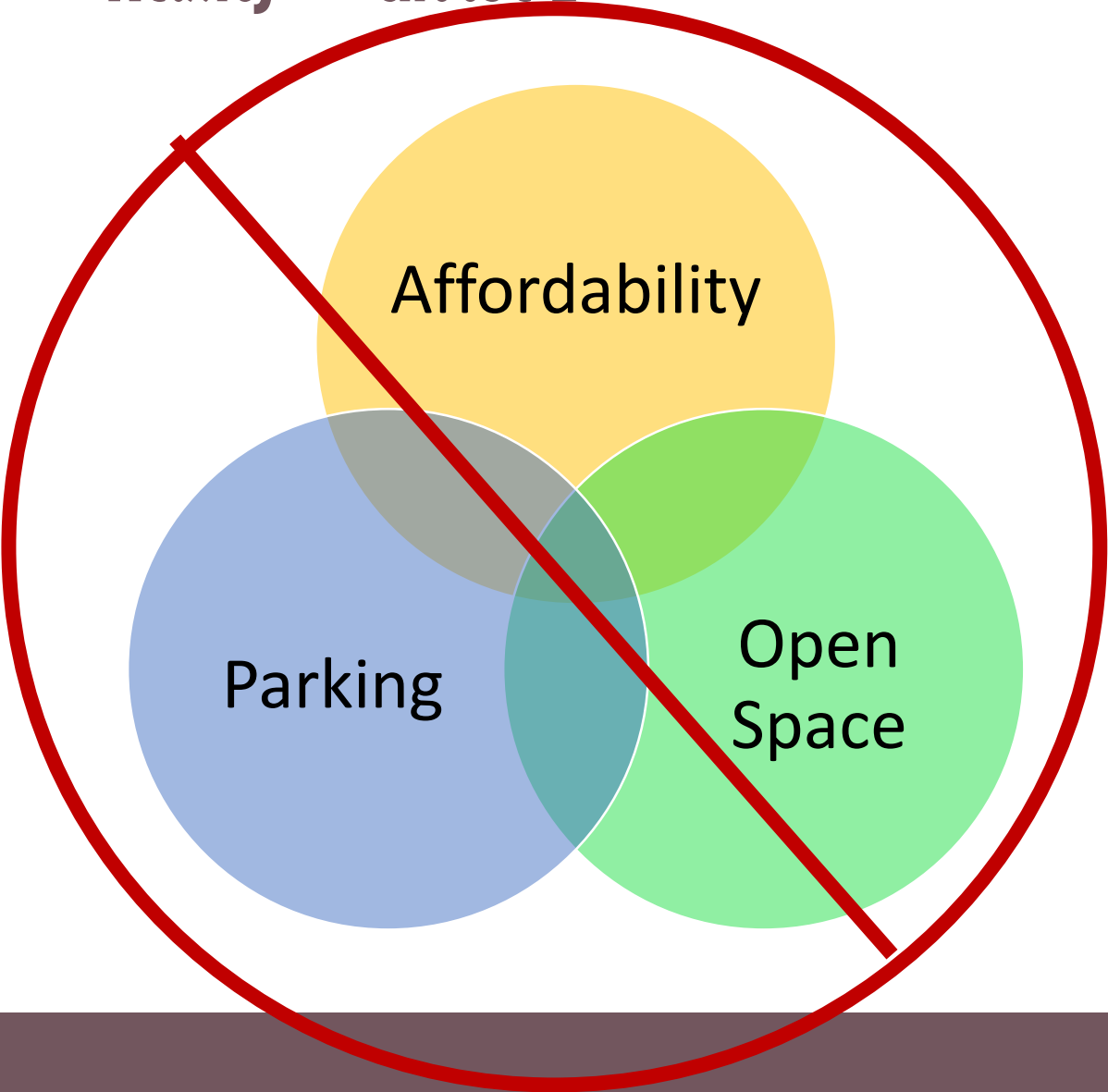




Goals of Design

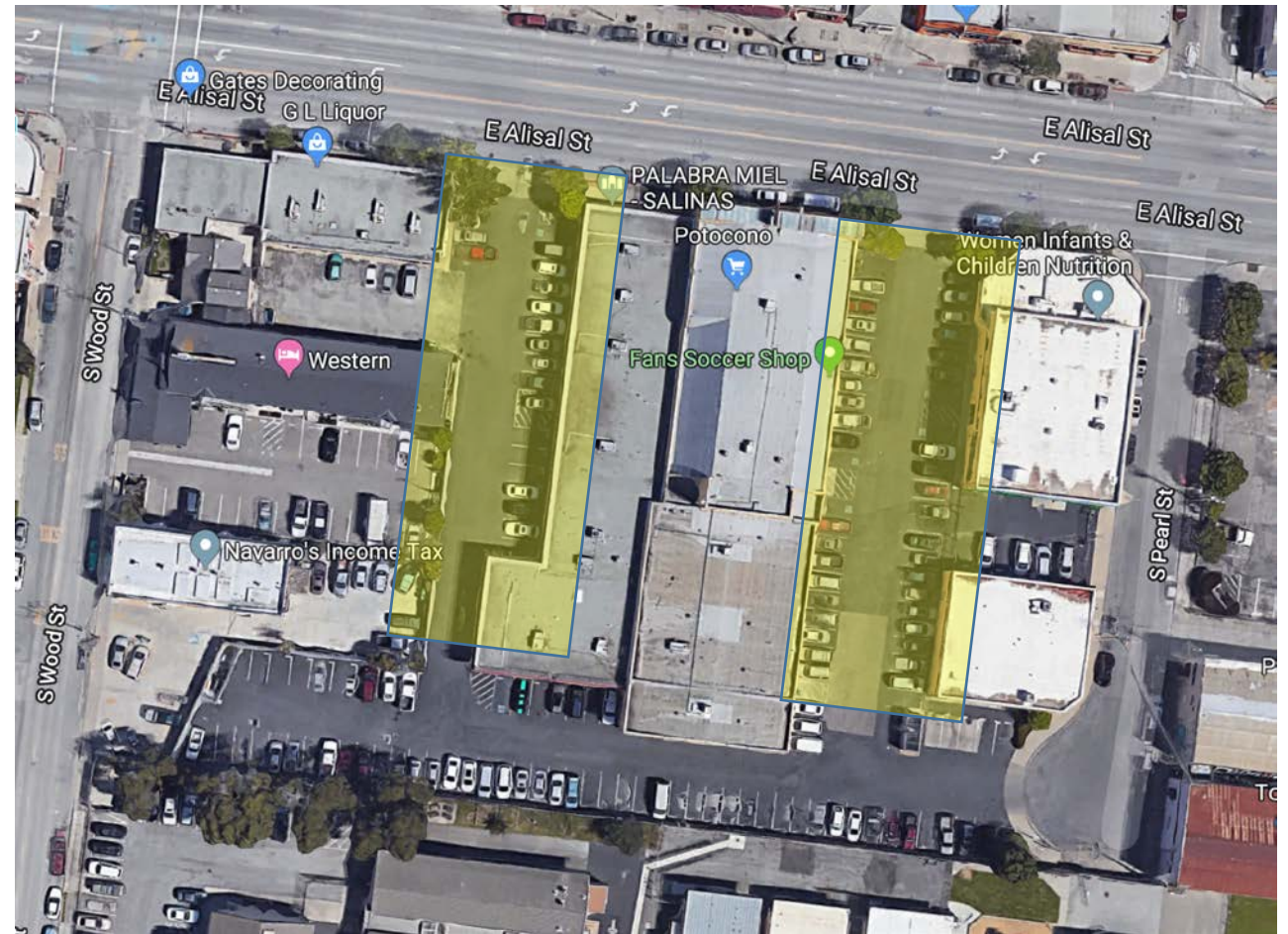


Reality = Choose 2



Plaza Possible Locations

- City doesn't have control over sites
 - Need to approach landowners
- LU workshop
 - Division street – by the police headquarters
 - Sanborn/Alisal intersection
- WIC / Swap Meet parking lots – temporary uses or permanent?



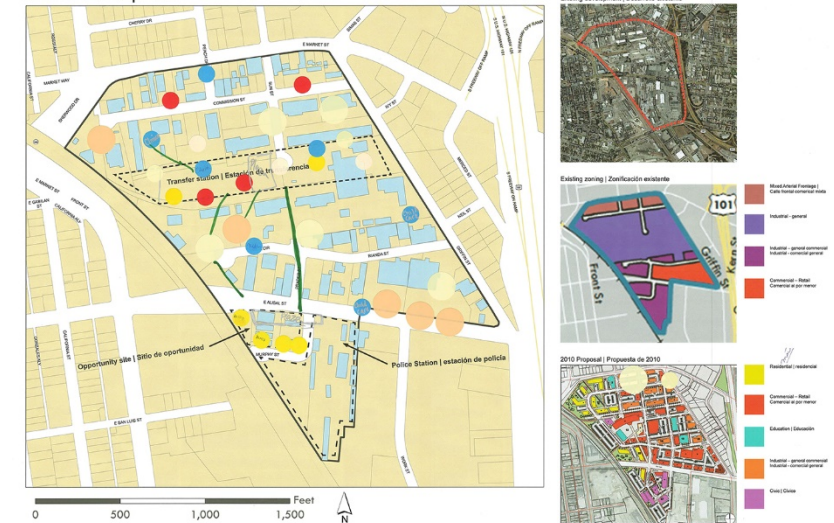
Future Marketplace — Proposed Character



Steering Committee Ideas -
May 3 2018

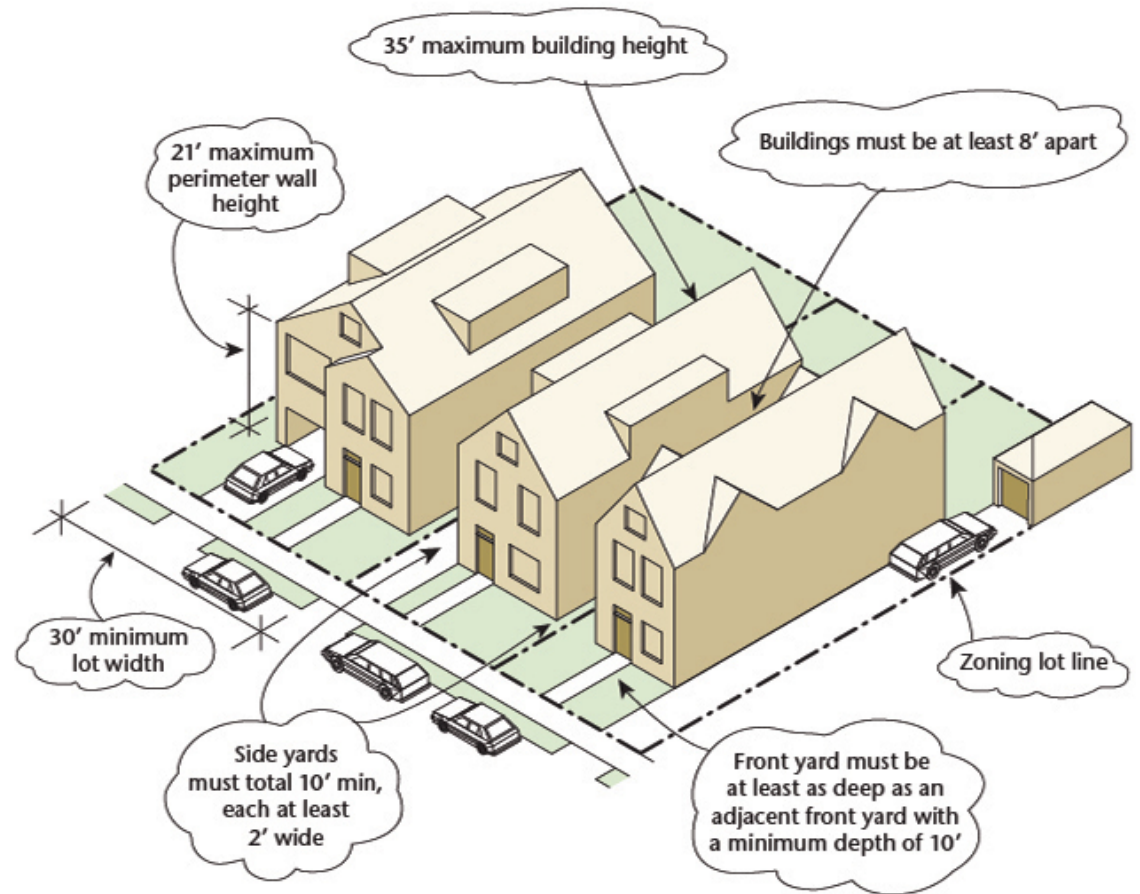


Alisal Marketplace



What is a Zoning Code?

- Zoning codes provide guidelines for what and how a specific piece of land can be developed:
 - Use
 - Height
 - Bulk
 - Density
 - Parking

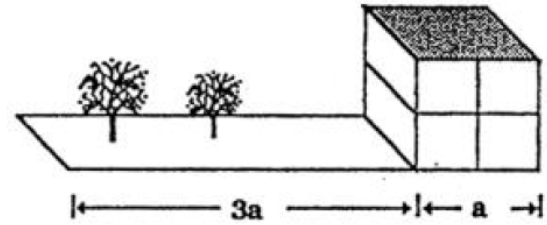
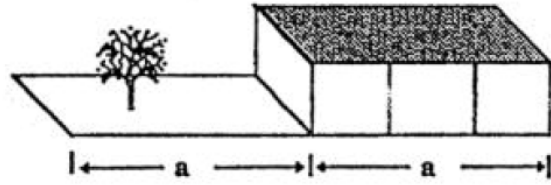


Floor Area Ratio (FAR)

=

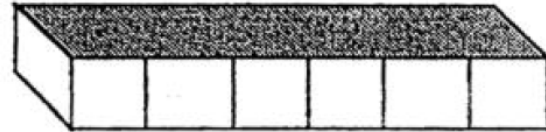
Building Area : Lot Area

0.5

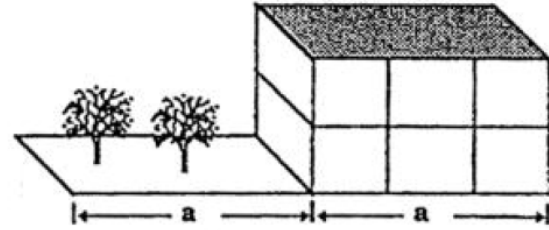


1.0

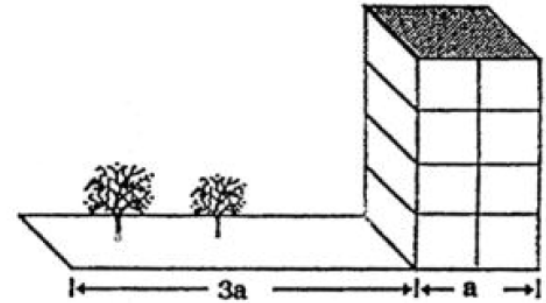
ENTIRE LOT AREA



1 STORY

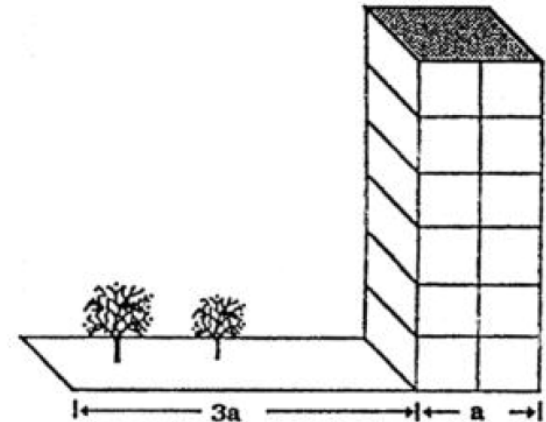
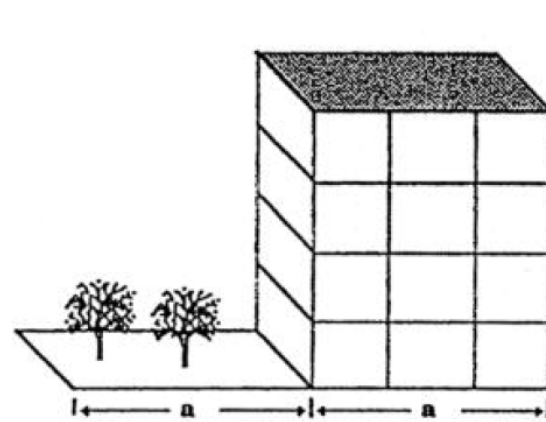
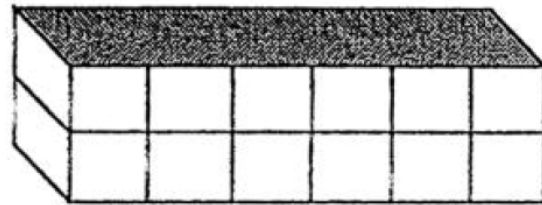


2 STORIES



4 STORIES

2.0





Commercial Corridors



Williams Road — Existing Character



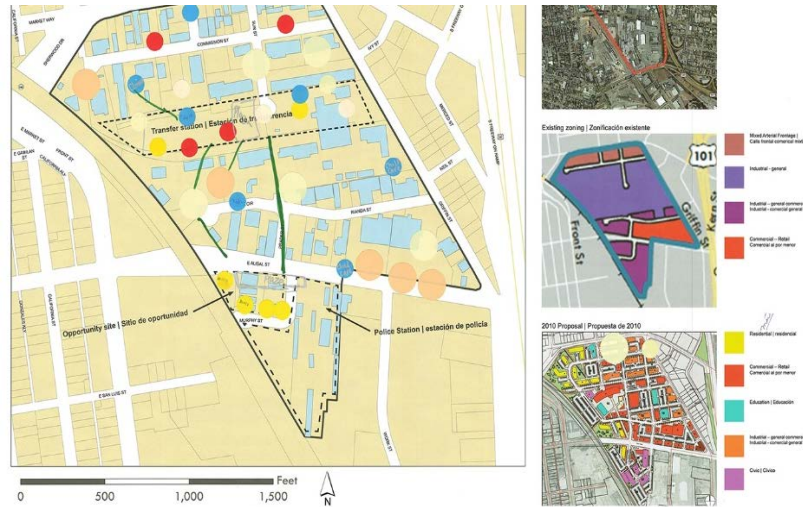
Existing Land Use



Existing Zoning

Williams Road — Proposed Character

Mid-Rise Multi-Family Housing - 2 to 4 stories



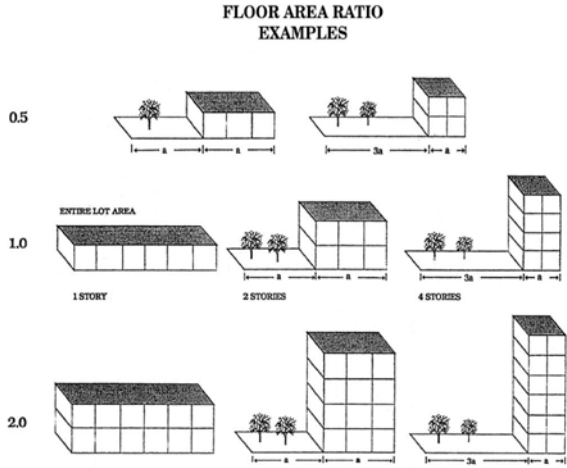
Changes:

- Improve pedestrian character through addt'l street-facing windows/ doors, wider sidewalks, façade improvements
- Increase or remove FAR of 0.4 – encourage use of parking stackers
- Reduce setbacks, esp. on corner lots

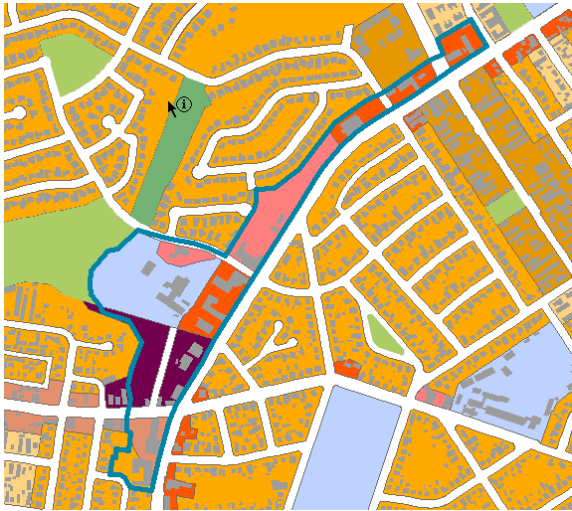
Neighborhood Mixed Use - 2 to 4 stories



Sanborn Road — Existing Character



Existing Land Use



Existing Zoning

Sanborn Road — Proposed Character

Flexible Commercial



Mid-Rise Multi-Family Housing - 2 to 4 stories



Allow Mixed-Use at Sanborn and Market

Changes (*Same as Williams PLUS*):

- Remove concrete walls, widen landscaping + street trees
- Bring retail to sidewalk & move parking to side or back
- Improve frontage of existing institutional uses

Market St — Existing Character



Existing Land Use



Existing Zoning

Market St — Proposed Character

Mixed use 3 to 5 stories (including flexible commercial)

Duplex, townhouse, and 4-plex housing



Pedestrian-oriented retail (including house form)



Multi-family housing 3 to 5 stories



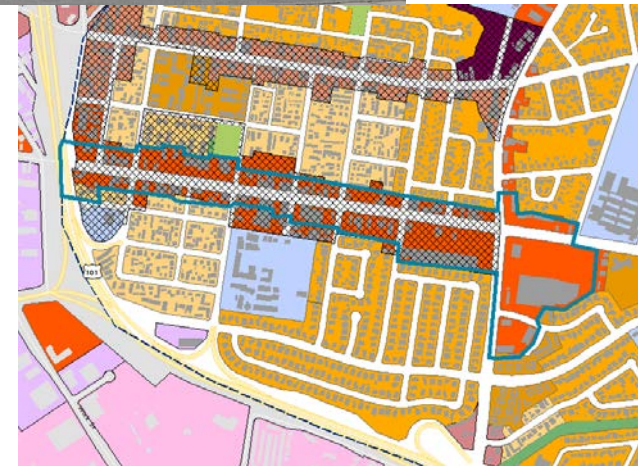
Alisal St — Existing Character

Central Segment - Highway 101 to Skyway Blvd

The Heart of the Alisal



Existing Land Use

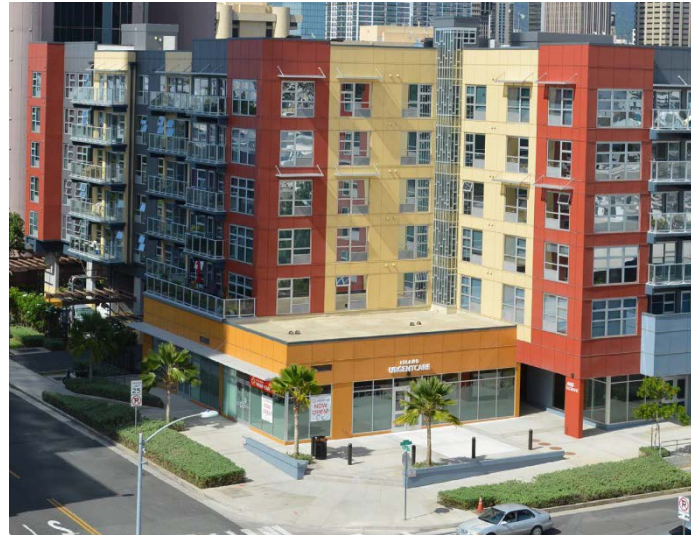


Existing Zoning

Alisal St — Proposed Character



Corridor Mixed-Use



Smaller retail to line large parking lots

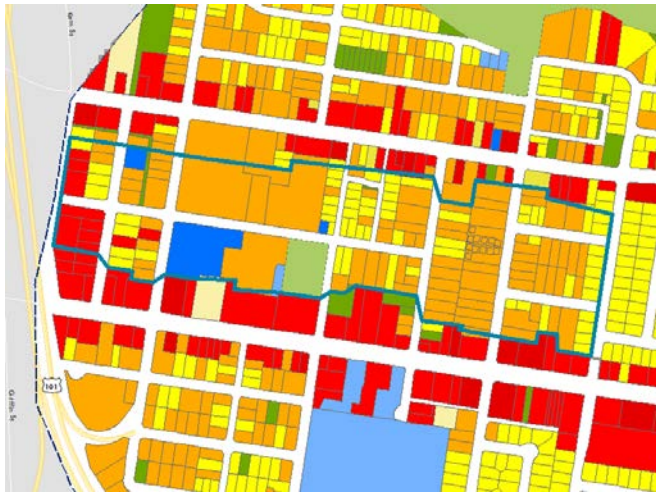




Residential Neighborhoods



La Paz — Existing Character



Existing Land Use

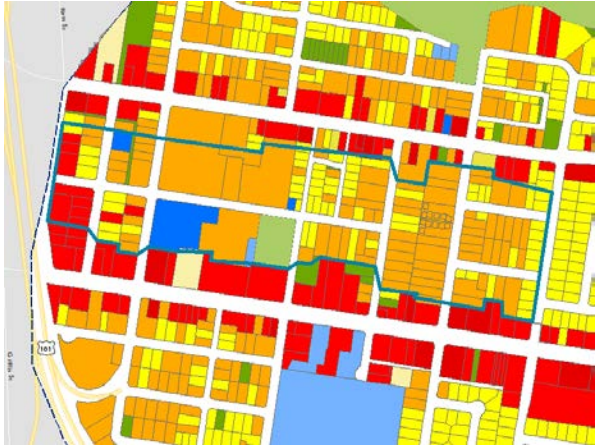


Existing Zoning

La Paz — Proposed Character



E Laurel Dr— Existing Character



Existing Zoning

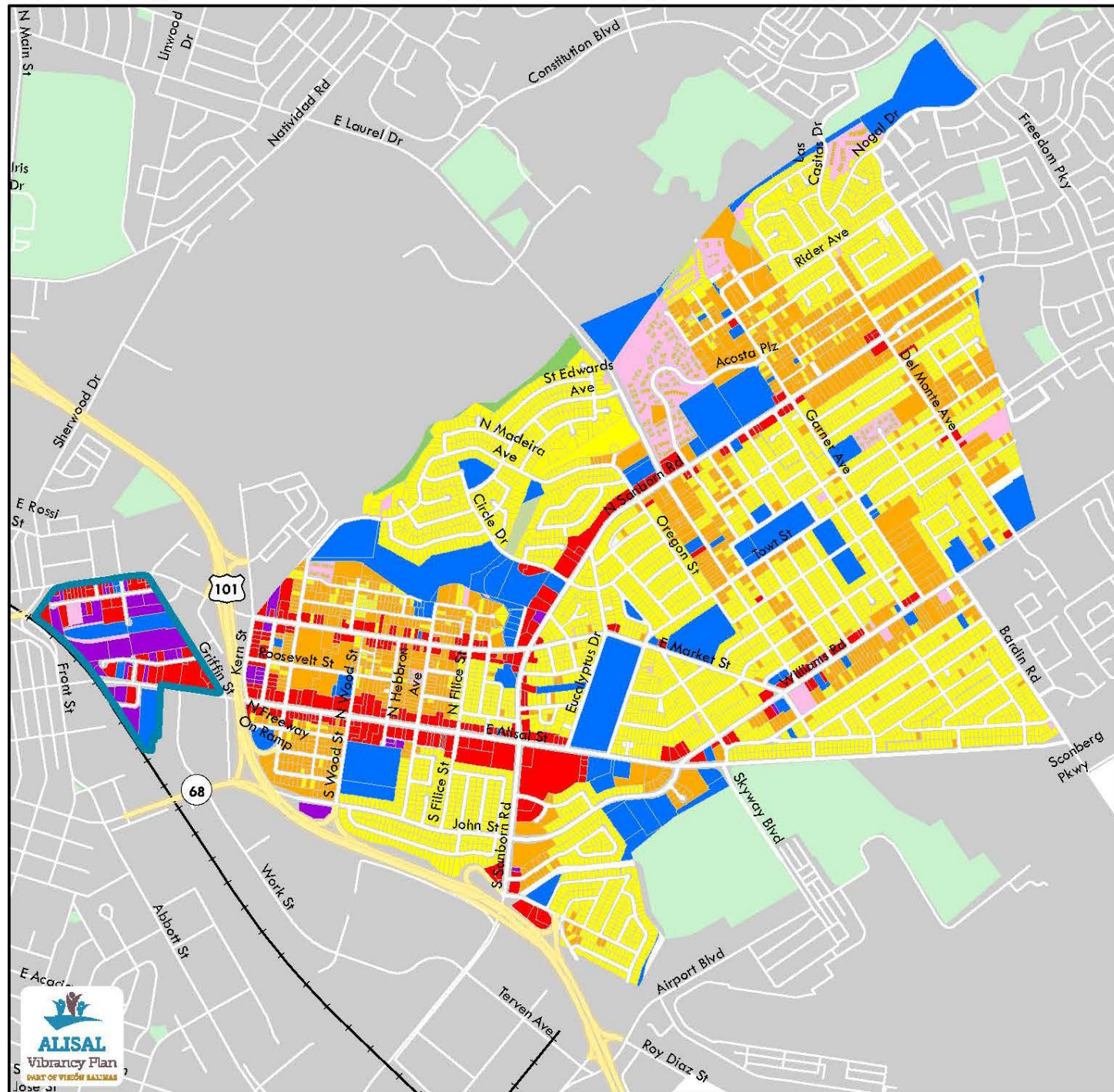


Existing Land Use

E Laurel Dr — Proposed Character



Alisal Existing Land Use



- County Existing Use Categories**
- Residential
 - Multi-Family
 - Agricultural
 - Rural
 - Commercial
 - Industrial
 - Institutional
 - Miscellaneous
 - Not identified

- Highways
- Railroad
- Streets
- Alisal Marketplace
- Parks
- City of Salinas

Produced by Raimi + Associates, July 2017.

Sources: City of Salinas, Monterey County Office of the Assessor, Caltrans.

Note: Monterey County Assessor Land Use Categories.



Stable Single-Family SubAreas

- **Consider allowing duplexes in all neighborhoods (in addition to an accessory dwelling unit on each parcel)**
- **Encourage development of Accessory Dwelling Units to increase housing without changing character**
- **Invest in neighborhood infrastructure, beautification, and maintenance**

Parking in Neighborhoods

- **Residential parking permits**
 - **Allow a certain number per household (not tied to a specific car because of migrant residents)**
- **Parking regulation signs in English and Spanish**