







Alisal Land Use Community Workshop #3

May 8, 2018 6:00-8:00pm





Welcome and Purpose







Meeting Objective

Learn what types of development you want to see and where you want to see it in the Alisal

Agenda

Registration

- Table Walk
- Raffle Sign-up

Introduction and Welcome

Presentation

Small Group Discussion

Closing + Next Steps







Where are we now?

Public Release of Community Profile Report (Fall 2017) Multi-Day Community
Design Event (January
2018)

Land Use Prioritization
Workshop

(TODAY! May 8, 2018)

Community Survey
(Spring/ Summer 2018)

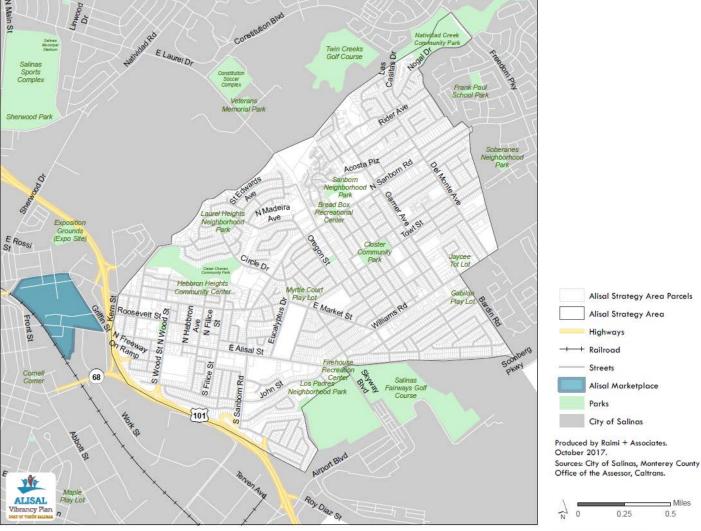
Working Group & Steering Committee Meetings (Ongoing)





Project Area

Alisal Neighborhood Revitalization Strategy Area AND Alisal Marketplace









What you've told us

- 1. Not enough housing to meet the needs of residents.
- 2. More flexible spaces for businesses.
- 3. Improve access to quality public spaces.
- 4. Better access to important community services.







1. Not enough housing to meet the needs of residents.

- Rising rents
- Lack of affordable housing
- Mostly single family detached homes









2. More flexible spaces for businesses.

- Very low vacancy rate
- High rents for businesses
- Need for entry level space (coworking, incubator, etc.)









3. Improve access to quality public spaces.

- Enhance connections to parks and public spaces
- Build an urban plaza with space for vendors, food, etc.
- Repair and/or upgrade existing facilities









4. Better access to important community services.

- More opportunities for childcare
- Develop variety of community centers for youth, families, and seniors.
- Accessible health services









Land Use Planning

Provides tools for defining what you can use land for and how you can build it, for instance:

- 1) General Plan
- 2) Zoning Code



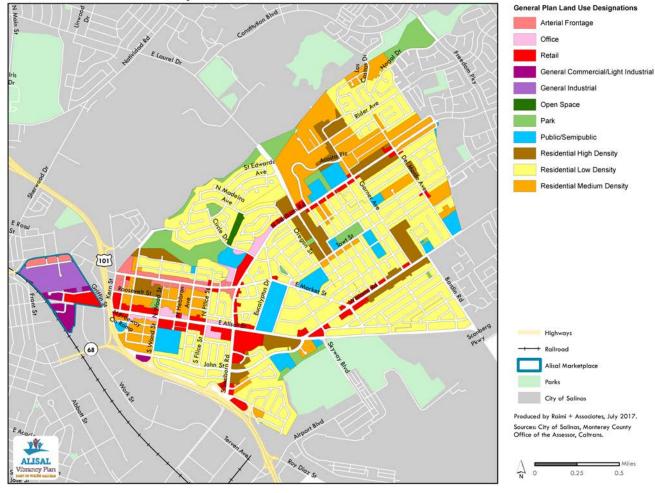




What is a General Plan?

The General Plan provides a blueprint for making long term land use decisions in the City.

Land Use from City of Salinas General Plan



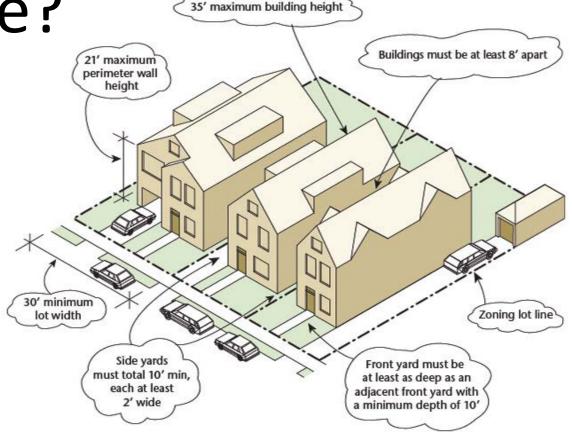




What is a Zoning Code?

Zoning codes provide guidelines for what and how a specific piece of land can be developed:

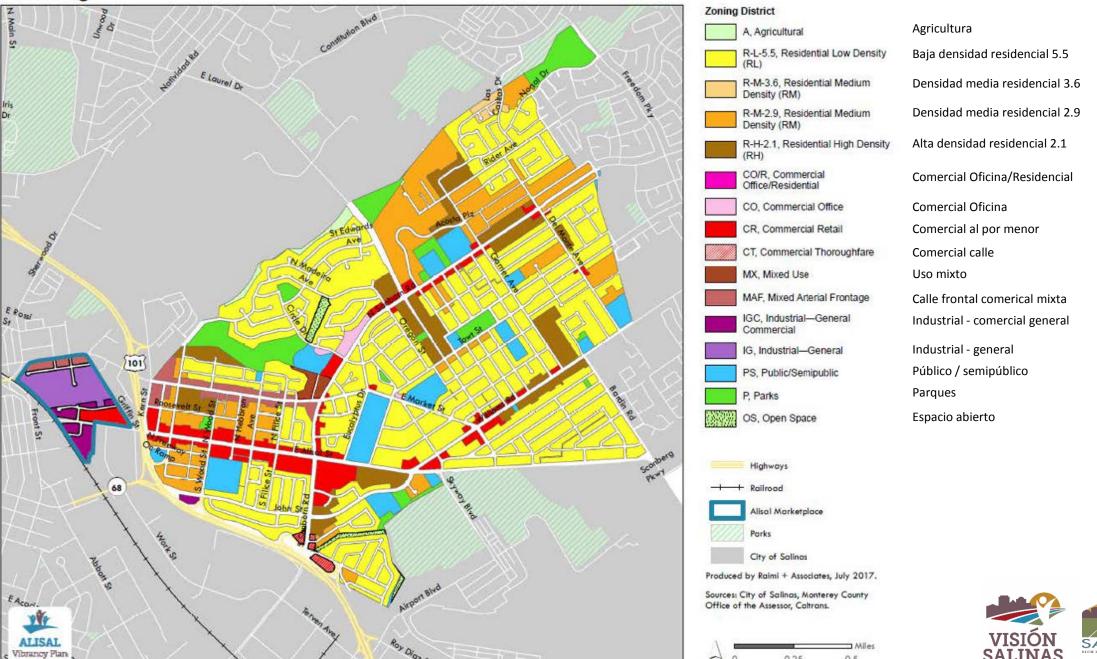
- Use
- Height
- Bulk
- Density
- Parking







Zoning





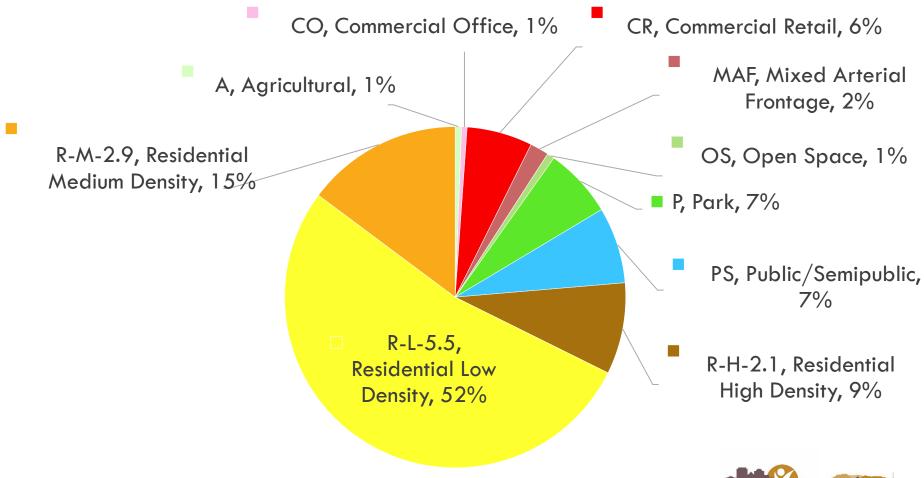
0.25

0.5





Current Alisal Land Use Mix









We can change the land use mix to match the community's priorities:

- Change zoning
- Mix uses
- Build higher









Changes in zoning and existing density can provide many benefits:

- More housing
- More businesses
- More public spaces













Placemaking

The concept of creating lively and unique neighborhoods and districts throughout the community.

Discussion Guide

Based on your input, the guide provides nine (9) types of development, including building and use options. Your choices will help us identify the specific placemaking needs of the community in the Alisal.







Development Types

- 1. Neighborhood multifamily
- 2. Midrise multifamily
- 3. Neighborhood mixed-use
- 4. Corridor mixed-use
- Flexible commercial
- 6. Institutional and service uses
- 7. Green connections
- 8. Urban plaza
- 9. Create your Own



















1. Neighborhood multifamily



















2. Midrise multifamily



















3. Neighborhood mixed-use



















4. Corridor mixed-use



















5. Flexible commercial



















6. Institutional and service uses



















7. Green connections



















8. Urban plaza















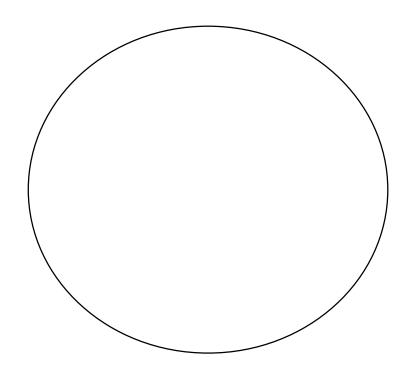




9. Create Your Own

Description:

Identify the type of development that you'd like to see and place the sticker where you would like to see it.









Group Activity

Type of Building/Use	Designation/Marker	Limits
Neighborhood multifamily		Place a minimum of six (6), three (3) of which must be in a current low-density area.
2. Midrise multifamily		Place a minimum of three (3).
3. Neighborhood mixed-use		Place a minimum of three (3) on larger streets, near edge of commercial and residential.
4. Corridor mixed-use		Place a minimum of three (3) on the major corridors – East Alisal, Market, Sanborn, and Williams.
5. Flexible commercial		Place a maximum of three (3) as standalone structures/uses.
6. Institutional and Service Uses		Place a maximum of three (3) as standalone structures/uses. Use a pen/marker to write on the map and specify the desired type of service and/or institution.
7. Green Connections		No limit
8. Urban Plaza		Pick one (1) location in, or adjacent to, a commercial area.
9. Create your own		Maximum of three. Describe your creation.







Before you go....

- Complete your worksheet and evaluation and turn into your facilitator.
- Provide feedback on the the East Alisal Street corridor redesign options
- Prioritize economic development opportunities







Thank You!

Lisa Brinton, Senior Planner

Community Development Dept.

65 West Alisal Street, 2nd Floor

Salinas, CA 93901

Phone: (831) 775 4239

Email: lisab@ci.salinas.ca.us

Maria Orozco, Project Manager

Community and Economic Development Dept.

65 West Alisal Street, 2nd Floor

Salinas, CA 93901

Direct: (831) 775-4243

Email: mariao@ci.salinas.ca.us

Check out our website!

www.alisalvibrancyplan.org



