

Draft Land Use and Urban Design Chapter Summary

INTRODUCTION AND CONTEXT

The Alisal is a community with a diverse set of housing, commercial, and other land use needs. The Land Use and Urban Design Chapter seeks to ensure that future development on the ground matches the vision and goals of the community for a diverse and equitable Alisal. Throughout the last two years, the Alisal Vibrancy Plan Steering Committee and stakeholders have contributed the core ideas of this chapter (and plan) through many meetings, pop-ups, and workshops focused on land use and community design. The Place Type is the Alisal Vibrancy Plan's fundamental mechanism for translating the recommendations and ideas from this engagement process into the built environment. These Place Types and accompanying policies enhance access to goods and services, community space, and overall district character, while preserving and expanding affordable residential and business development to minimize displacement. The recommendations in this chapter will be incorporated into the General Plan through the Vision Salinas update.

ISSUES AND OPPORTUNITIES:

- Housing is increasingly unaffordable
- Overcrowded and unsafe housing conditions
- Residents and business owners concerned about gentrification and displacement
- Limited vacant parcels
- Lack of space for new or expanding businesses
- Limited open space in some neighborhoods
- Strong visual and performing arts culture
- Vital retail and small business community

OVERARCHING THEME:

- **Protecting against displacement of residents and businesses from a land use perspective**
- **Maintaining housing affordability and expanding housing options**

GOALS AND POLICIES:

LU 1: CREATE LAND USE PATTERNS THAT MATCH THE NEEDS OF RESIDENTS AND BUSINESSES BY ENCOURAGING A DIVERSITY OF DEVELOPMENT AND PLACE TYPES.

- Present and illustrate Alisal urban structure -> key corridors/neighborhoods
- Present and illustrate major land use strategies
- Introduce Place type concept
- Place Type Map
- Place types (Including Alisal Marketplace)
 - Character descriptions and text
 - Example photos
 - Place Type Zoomed Use Grid
 - Google Earth image of Alisal from the use grid
- Redevelop opportunity sites throughout the Alisal with affordable residences, a diverse mix of uses, and open space

LU 2: ENCOURAGE A DIVERSE RANGE OF HOUSING OPTIONS WITH AFFORDABLE HOUSING TYPES/PRODUCTS FOR ALL ALISAL RESIDENTS

- Support established and encourage new mixed-use commercial corridors
 - East Alisal (intensify, activate, beautify)
 - Market St (continue transformation into walkable and lively district)
 - Williams (improve attractiveness and mix of uses)
 - Sanborn (moderate-intensity corridor with retail, office, + housing)
- Promote, enable, and incentivize infill and retrofitting of existing single family and lower density neighborhoods
 - Develop new regulations to encourage small-lot housing and flexible forms of low intensity development
 - Reduce minimum lot sizes to allow for small lot subdivision
 - Expand opportunities for ADUs and house-form multifamily housing in low density neighborhoods.
 - Change parking rules for ADUs.
- Promote redevelopment, rehabilitation, and intensification of multi-family residential areas with attractive, high-quality housing in a range of unit sizes.
 - Permit new housing types
 - Establish minimum densities to avoid luxury townhouse/small lot development that accelerates gentrification
 - Lot consolidation or aggregation incentives
 - Work with willing places of worship that would like to add housing on underutilized portions of their property
- Establish a density bonus structure that maximizes community benefits from new development

- Lower the cost of new development by pursuing diverse strategies around parking.

LU 3: ESTABLISH UNIQUE DESIGN GUIDELINES THAT PROMOTE THE CULTURE, ART, IDENTITY, AND HISTORY OF THE ALISAL COMMUNITY.

- Work closely with Alisal residents and businesses to create design guidelines that build upon/enhance existing community culture and character
- Allow parking in front yards according to key design principles
- Provide design considerations + guidance for higher density multifamily development:
 - Site design
 - Transitions to lower scale
 - Massing/articulation
 - Frontages and facades

LU 4: INCENTIVIZE INTEGRATION OF URBAN COMMUNITY SPACES IN NEW DEVELOPMENT IN THE ALISAL.

- Require development of certain scale to include community spaces (plazas, green space, community rooms)
- Improve physical and visual connections to parks + open space.
- Explore neighborhood-scale solutions to new open space, such as partnering with churches
- Beautify public streetscapes throughout the Alisal with wider sidewalks, street trees, and improved lighting.
- Employ CPTED strategies
- Improve the quality and character of residential neighborhoods.
 - Greening upgrades (look at the existing 'Residential Greening Strategy')
 - Streetscape upgrades