



*City of Salinas*

# Alisal District Identity Master Plan

ALISAL VIBRANCY PLAN  
Public Draft

Draft 5/10/2024



*City of Salinas*

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May 10, 2024





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# Introduction

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*The Alisal District Identity Master Plan offers guidelines for the East Salinas community to strengthen the district's identity. These include streetscape improvements, open space improvements, façade improvements, graphic identity, and public art.*

## 1.1. THE ALISAL

The Alisal neighborhood of Salinas first began as its own entity housing migrants from the Dust Bowl as an unincorporated part of Monterey County. It was named after a grove of sycamore trees that were native to the region. In 1963, the Alisal was annexed into the City of Salinas. The term "Alisal" or "The Alisal" can have multiple meanings. For some, it is used when referring to East Salinas, for others it is the East Alisal Corridor, or Alisal High School. In this plan, Alisal is used interchangeably with East Salinas.

The Alisal is a distinctive neighborhood within Salinas, with a place in Californian history as a place of agriculture, migration, and settlement of Mexicans, Latin Americans, Chicanos, Filipinos, Okies and other cultures and a core part of the greater Salinas Valley, which is known as the "Salad Bowl of the World" due to its major role in the production of lettuce and other crops.

The Alisal District Identity Master Plan aims to strengthen both the cultural identity and physical identity of the neighborhood to better match the cultural richness, community spirit, and diversity of the area.

**FIGURE 1.1: PLACES WHERE DISTRICT IDENTITY IS EXHIBITED**

District identity is made up of multiple impressions about a district's people, culture, and values from components (such as those identified in the image above) within the built environment.



## 1.2. DISTRICT IDENTITY

The identity of a neighborhood, or district, is a shared concept that has to do with collective perception and memory in urban spaces. District identity is a multifaceted concept that considers both tangible and intangible elements that make a district special and distinguish it from other areas.

District identity is seen through unique characteristics of physical places. The sense of place may be hard to detect if characteristics seem disconnected. To increase the sense of place, unique things in the district should be highlighted and at the same time, some things should be made consistent so that being “in the Alisal” is perceivable.

District identity projects may include physical improvements that are experienced on a day-to-day basis like branding, banners and signage, street furniture like trash cans, benches, planters, street trees, landscaping, public art, and gathering spaces. District identity may also include temporal events and activities.

This plan focuses on enhancements to physical spaces, buildings, and places based on an understanding that district identity is not static and continually evolves to reflect the community (or else it gets left behind).

The district has multiple varying identities that range from abstract to representational, with references to the past to aspirations for the future. This plan does not suggest what the identity of the Alisal is; rather, it propose ideas that could help bring cohesion to the district in an additive way, while maintaining the character that exists.

This Master Plan provides a framework for intentional investment in the Alisal neighborhood, and recognizes that residents, business owners, and community members are the ones who know the area best and have already made significant investment in the Alisal.

The suggestions provided in this Plan are based on community input about how to strengthen district identity the Alisal. It includes concrete ideas on how to showcase the identity but allows a variety of content to define the identity of the area. The plan also suggests a process for implementing district identity related improvements.

*“Districts are the relatively large city areas which the observer can mentally go inside of, and which have some common character... The characteristics that determine districts are thematic continuities which may consist of an endless variety of components.”*

- Kevin Lynch, Image of the City

### 1.3. THE ALISAL VIBRANCY PLAN

The Alisal District Identity Master Plan is part of the implementation of the Alisal Vibrancy Plan (AVP), which was completed in November 2019.

The AVP is a resident-driven plan that communicates the collective vision for community created solutions for strengthening the neighborhood. It includes a roadmap to creating a healthier and environmentally sustainable place and establishes the commitment of the City of Salinas to provide additional resources to the area, which was historically disinvested. The AVP lays the foundation for collective action to transform the Alisal to support economic development and create ladders of opportunity for residents.

The need to strengthen cultural identity in the Alisal was amongst the challenges identified in the AVP:

*“Alisal’s cultural identity is not strongly reflected in the built environment. Current building color, architecture, landscaping and pedestrian amenities, and the lack of central plaza or community gathering space do not represent the community’s heritage and Latino cultural identity.”*

### THE ALISAL VIBRANCY PLAN (AVP) INCLUDED GOALS AND IMPLEMENTATION TASKS THAT ARE ADDRESSED BY THIS PLAN:

#### General

- Goal LU7: Promote the Culture, Art, Identity, and History of the Alisal Community Through Context and Place-Sensitive Design
- LU 7.1 Reflect Identity Through Design of the Built Environment

#### Public Realm

- Goal LU5: Activate Urban Community Spaces within the Alisal
- Goal LU6: Integrate public and semi-public uses into the neighborhood fabric and facilitate shared use of space.
- Goal YAP5: Support Recreational, Education, and Social Needs with New and Existing Community Facilities
- Goal YAP 6. Create and Support a Diverse, Well-Maintained, and Culturally Relevant Network of Parks and Gathering Spaces
- TI 2.1.f Implement Complete Streets Improvements
- TI 3.2 Make sidewalks more inviting for pedestrians.
- TI 3.3 Increase Street Tree Coverage throughout the Alisal
- Goal HS 1: Ensure that streets, parks, and public spaces in the Alisal are safe.
- Goal HS 2: Create beautiful active public spaces that support social interaction, active lifestyles, and cultural celebration.

#### Graphic Identity

- ED 3.1a - Develop District Identity Theme

#### Storefront Design

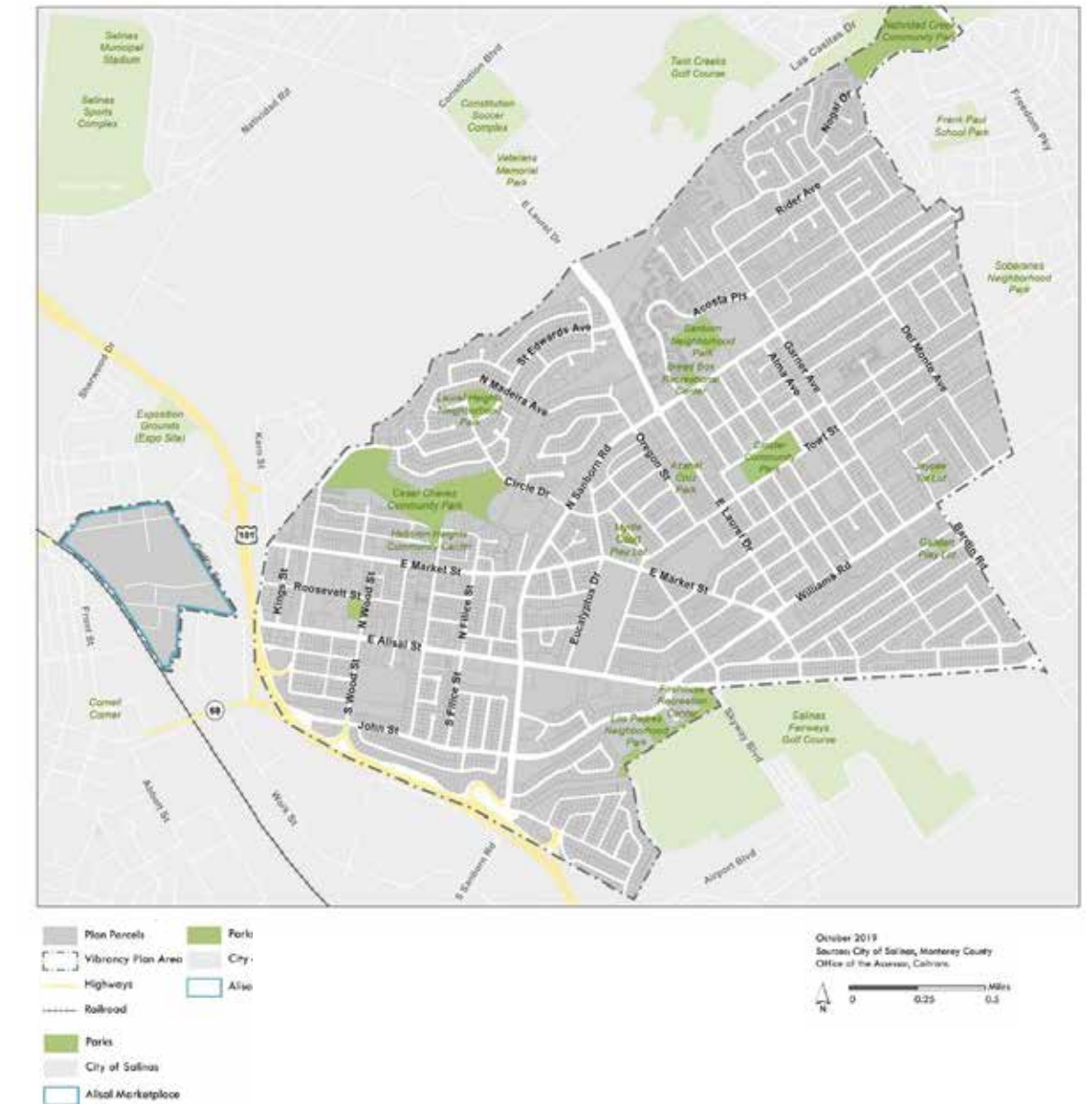
- Goal ED3. Promote Alisal’s District Identity as a Unique Cultural, Arts, and Shopping Destination
- ED 1.2 - Establish Tailored Design Guidelines to Improve Appearance, Create District Identity, and Increase Safety
- ED 2.1.g Promote Available Business Assistance Services

#### Public Art

- Goal YAP 4. Prioritize Arts and Culture Investments to Support Creativity, Expression, and Beauty for the Alisal Community
- YAP 4.1.a Create the Alisal Arts Action Plan
- Goal YAP 4.2. Support culturally relevant public art and events that offer all Alisal residents the opportunity to experience art
- Goal YAP 4.4 Promote the Alisal as Salinas’ Arts and Culture District
- ED 1.2c - Promote Art in Privately-Owned Spaces



FIGURE 1.2: ALISAL VIBRANCY PLAN AREA



The Alisal District Identity Master Plan guides the way that programs and improvements can enhance the identity of the neighborhood and align with goals in the Alisal Vibrancy Plan and General Plan.

The AVP calls for:

- “Well designed and accessible gathering spaces at all scales...”
- “A complement of design-based strategies with programs and initiatives that build community relationships...”
- “Solutions that] include food vendors, music, attractive lighting, and a water fountain...”
- “Incorporation of arts, culture and community identity in public spaces...”

## 1.4. COMMUNITY ENGAGEMENT

The Alisal District Identity is best defined by its community. Engagement for this project sought to include local artists, business owners, the Alisal Vibrancy Plan (AVP) Implementation Committee, schools, and the general public. The outreach for this project built upon the foundation of community engagement undertaken for the AVP, and focused on what the Alisal District identity could be.

The outreach efforts included:

- **Focus Groups:** Two stakeholder meeting focus groups took place on May 31 and June 6, 2023. They included 15 local artists and the AVP implementation Committee. The purpose of the meetings was to introduce the project and to vet three initial ideas for the District Graphic Identity of the area.
- **District Graphic Identity Survey:** The three initial ideas for the District Graphic Identity were shared with the greater community through an online survey. The survey resulted in 84 responses. Outreach about the survey utilized the City’s websites, social media, and notification lists.

- **Community Events:** The survey and the project were shared at nine pop-ups held at the following locations, reaching a total of 278 people:
  - Pop-Up #1: Los Abuelitos Senior Apartments (7/20/23) - 22 participants
  - Pop-Up #2: National Night Out-Closter Park (8/1/23) - 60 participants
  - Pop-Up #3: Food Bank-Firehouse Recreation Center (8/10/23) - 20 participants
  - Pop-Up #4: Firehouse Recreation Center (8/15/23) - 12 participants
  - Pop-Up #5: Everyone’s Harvest Farmers Market (8/23/23) - 30 participants
  - Pop-Up #6: César Chávez Library (8/24/23) - 20 participants
  - Pop-Up #7: César Chávez Library (10/5/23) - 5 participants
  - Pop-Up #8: César Chávez Library (10/10/23) - 4 participants
  - Pop-Up #9: Ciclovía (10/15/23) - 105 participants
- **Canvassing at Local Businesses:** The team went door to door talking to local businesses owners and tenants to gather input and also share ideas and information about upcoming events.

- **Design Workshop:** A design workshop was held on September 30, 2023, at the Firehouse Recreation Center that included stations with each of the components of the Alisal District Identity Master Plan (graphic identity, public realm improvements, Façade improvement, and public art) displayed for discussion. The consultant team was available to field questions and gather feedback from the community about the ideas for each component. A total of 42 participants attended the workshop.
- **Collaboration with Local Organizations:** The team worked closely with local community organizations, schools, businesses, and other stakeholders to create awareness of the Alisal District Identity Master Plan.
- **Multilingual Communication:** All materials were provided in both English and Spanish and translators were available for all events.

A summary of the feedback gathered through community engagement is provided in context by topic in subsequent chapters.



Three initial ideas for District Graphic Identity were shared with the greater community through an online survey in multilingual formats.



The team walked door to door to gather input and share information about the project with local businesses in the Alisal.



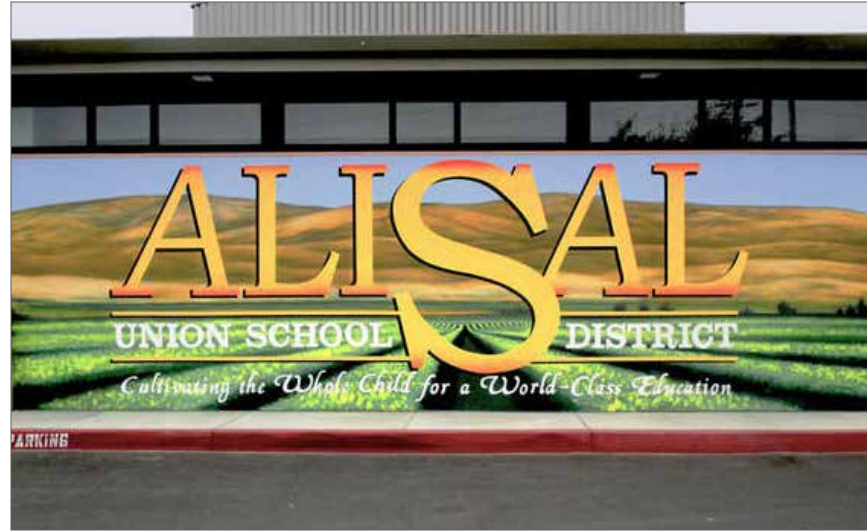
A design workshop was held on September 30, 2023 that included discussion and feedback about corridor improvement ideas, Façade improvement, and public art.



The way the street looks, feels, and functions is fundamental to everybody's experience of the district.



Public art in the form of murals tells the story of the community.



Signs and logos, like the Alisal Union School District sign, provide a graphic identity for the area. (Photo of mural from the Alisal Union School District)



Small businesses serve the community and invite people to the area. The way shops look is a contributor to the impression of the area.

## 1.5. THE ALISAL DISTRICT IDENTITY MASTER PLAN

The Alisal District Identity Master Plan, has been written to provide ways for the City of Salinas and the Alisal community to strengthen cultural identity with physical improvements to the district. The Alisal District Identity Master Plan (ADIMP) project is a part of the implementation of the Alisal Vibrancy Plan.

A district identity master plan is a strategic document that outlines a vision and framework for the development and enhancement of a specific district's identity. This master plan includes considerations for urban design through streetscape improvements, storefront improvements, branding, and public art enhancements that each contribute a part to the overall character and identity of the district.

District identity is made visible in many components of the built environment. The identity of the neighborhood is seen and experienced on public sidewalks and streets. Physical improvements should support the experience of walking, biking, riding a bus or driving in the area and strengthen the identity of the neighborhood.

Identity is created through repeating identifiers like street signs, logos, and other applications of graphic design and branding. Identity is also created through unique features with public art. Murals, signs, and plaques are forms for storytelling in the physical environment. Cultural identity is a part of both the public and private realm. The experience of being in the Alisal brings together all that you can see, from signs on businesses, storefront colors, to street trees, benches, bus stops, banners on street lights, bike racks, and more.

This Master Plan supports investment in amenities with guidelines for a more intentional incorporation of cultural identity and community heritage to strengthen the sense of place for the Alisal.

The following chapters will address the Public Realm (Chapter 2), Façade Design Guidelines (Chapter 3), District Graphic Identity (Chapter 4), and Public Art (Chapter 5). It ends with an Implementation chapter (Chapter 6) that lists actions that can be taken over the next few years to improve the District Identity of the Alisal.

## WHAT CAN DISTRICT IDENTITY DO?

**Improve Livability:** The experience of a neighborhood can be made more enjoyable.

**Strengthen Neighborhood Pride:** The visibility of neighborhood values, culture, and people can create a sense of pride.

**Increase Economic Activity:** Local business and industries in the Alisal can benefit from a more unified identity to attract customers and opportunities outside of the area.

**Improve Architecture and Urban Design:** The buildings and spaces between them contribute to the visual identity of a district.

**Highlight the Natural Environment:** The landscape and ecology of the area contribute to the distinct identity of the area.



# Public Realm Design Guidelines

*The public realm is an integral part of community life, and the identity of a district. The Alisal community deserves an enhanced, activated, and safe public realm where they can come together to celebrate their heritage, share stories, and connect with nature.*

## 2.1. PAST AND CURRENT PLANNING EFFORTS

The public realm design guidelines presented in this chapter build upon years of community engagement, to envision a more vibrant built environment that reflects the diversity and vibrancy of the predominantly Latinx Alisal neighborhood.

The majority of past and current planning efforts have focused on a specific aspect of the public realm improvements; such as traffic collisions, bikeways, safe routes to school, creek restoration, urban

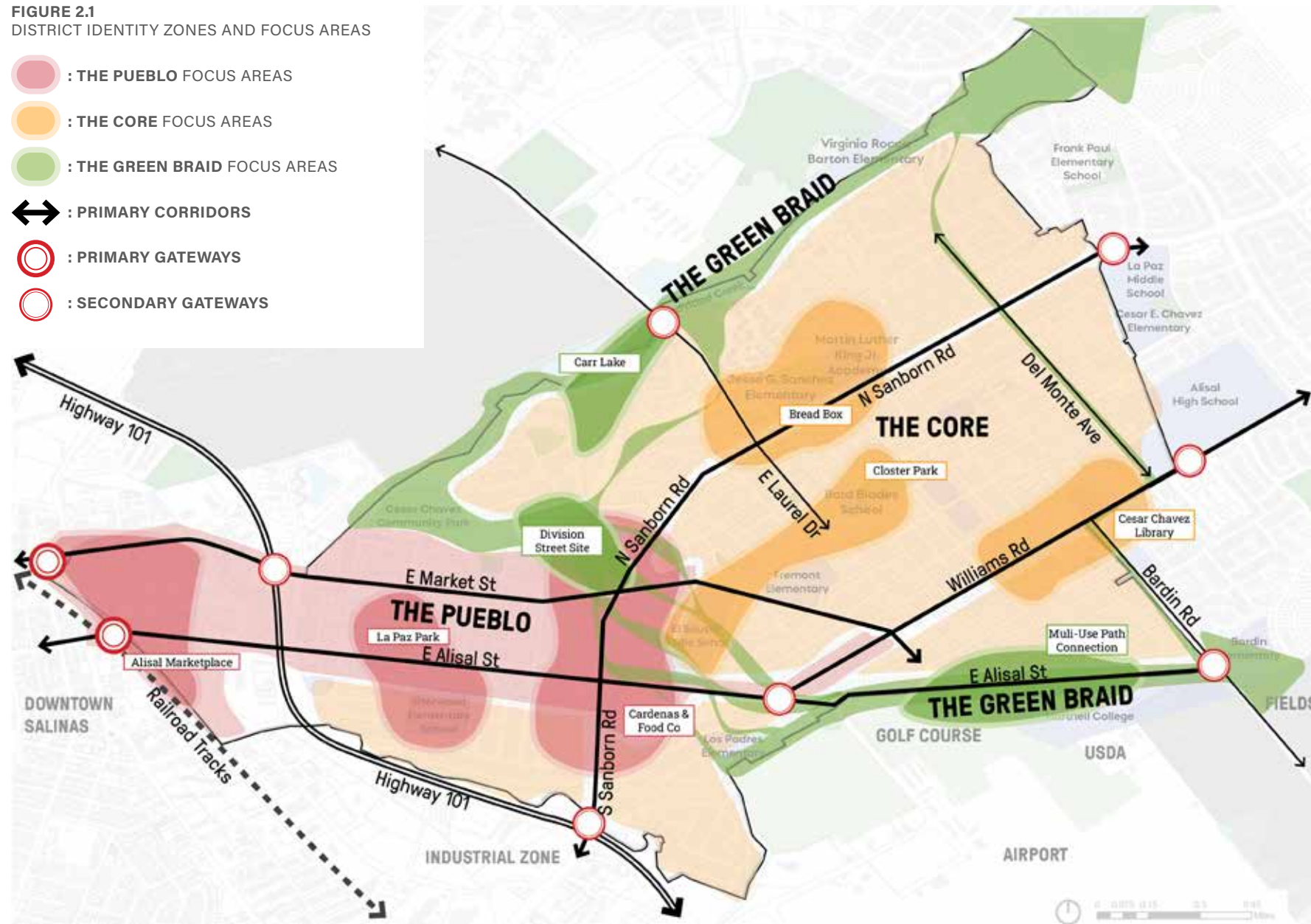
greening, urban forestry management, and other planning topics. These studies and initiatives are referenced throughout this chapter, however the district identity master plan approach provides a new opportunity to take a holistic view of the Alisal and bring together diverse elements into a cohesive public realm framework.

This is the next step toward establishing the Alisal Vibrancy Plan (AVP) community vision as a built reality: an enhanced public realm that serves the Alisal community, and resonates with its unique cultural identity and heritage.

*Opposite page: Coloring pages of the streetscape from the Alisal District Identity Design Workshop.*

**FIGURE 2.1**  
DISTRICT IDENTITY ZONES AND FOCUS AREAS

- : THE PUEBLO FOCUS AREAS
- : THE CORE FOCUS AREAS
- : THE GREEN BRAID FOCUS AREAS
- : PRIMARY CORRIDORS
- : PRIMARY GATEWAYS
- : SECONDARY GATEWAYS



## 2.2. IDENTITY ZONES

The Alisal has a rich history reflected in the diverse and vibrant community that lives there today. With the goal to create better representation of its cultural identity within the public realm, there had to be a multi-layered approach.

Within the district itself, there are four primary commercial corridors - East Alisal Street, East Market Street, Sanborn Road, and Williams Road - that connect a range of different land use types and distinct neighborhoods. Through research and conversations with members of the community, it became clear that the layers of Alisal's cultural identity do not necessarily align to these corridors.

With the concentration of certain land use typologies, as well as the historical growth patterns and ecological systems of the Alisal as a guide instead, its identity is expressed through three sub-zones:

- **The Pueblo**
- **The Core**
- **The Green Braid**

Prioritizing a human-centered expression of the district public realm network, these zones are further defined through a corporeal lens. The metaphor of the human body resonated with community participants, and highlights the nature of

the district as an interconnected, living, and constantly evolving entity.

**The Pueblo** is *El Corazón*, the "heart" of the district and the center of activity, is based on Alisal's historic downtown. This zone focuses on the original commercial center and references the past, while establishing a gateway to the district. This zone promotes community activation and gathering in the public realm.

**The Core** is *El Cuerdo*, the "body" of the district, and includes neighborhoods, community services, and schools. This zone incorporates the majority of Alisal's acreage, and celebrates the community-led organizations that are active today as well as the stories at the core to Alisal's identity.

**The Green Braid** are *Las Venas Verdes*, the "green veins" that form a planted network throughout the entire district. This zone highlights Alisal's natural systems, and strives to reconnect the community to their environment and to a resilient future.

Collectively the three zones form one cohesive district while each embodies distinct aspects of Alisal's multi-layered identity - past, present, and future.

Each identity zone is described with a set of key design principles and supporting toolkits to define the primary elements within the public realm.

## WHAT IS THE PUBLIC REALM?

Public realm is the fabric that connects our communities. The types of spaces that constitute the public realm are streets, sidewalks, parks, plazas, and any other publicly accessible open space.

Collectively, these spaces are a significant asset within the district but can be overlooked, underutilized, or unbalanced in how they support different community user groups.

This chapter considers opportunities and actions for how Alisal's public realm can better serve its entire community.

To do so, specific elements - paving, crosswalks, seating, shelter, gateways, bike racks, trash receptacles, signage, lighting, and planting - can be utilized to express Alisal's district identity and create a vibrant public realm.

To complement the toolkits, each identity zone is represented by two focus area studies, or “vignettes.” These are rendered in vibrant colors to evoke the character, and feeling of the space rather than precise physical realities. The selected colors are coded to align to the specific zone in which they occur, and are used to highlight both *opportunities* within the existing conditions and *actions* that could be taken to express an aspect of Alisal’s cultural heritage and community priorities. Overall, this collage representation of the public realm aims to invite the community to participate in the process.

Across all vignettes, planting is intentionally rendered more realistically to emphasize the transformative effect on the public realm. Currently underway, the Alisal District Streetscape Master Plan will be refining these vignette studies into developed and engineered concept plans for each of the four primary corridors. This will be the next step towards the transformation of Alisal’s public realm.

FIGURE 2.2 FOCUS AREAS VIGNETTES



**THE PUEBLO IDENTITY ZONE**  
East Market Street Gateway

A gateway that welcomes residents and visitors alike to the Pueblo zone, this represents both Alisal’s unique cultural heritage and the vision for the district’s future.



**THE PUEBLO IDENTITY ZONE**  
East Alisal Street + Sanborn Road Intersection

The focal point of the Pueblo zone and commercial center, this intersection presents an opportunity for expanded public realm and pedestrian activation.



**THE CORE IDENTITY ZONE**  
North Sanborn Road at the Bread Box

Already underway, this enhanced public realm project demonstrates the values of the Core zone to promote community gathering, comfort, and safety.



**THE CORE IDENTITY ZONE**  
Williams Road at César Chávez Library

The introduction of a unique streetscape approach is consistent with safety priorities and funding, while expanding neighborhood-serving spaces in the Core.



**THE GREEN BRAID IDENTITY ZONE**  
East Market Street at Division Street Site

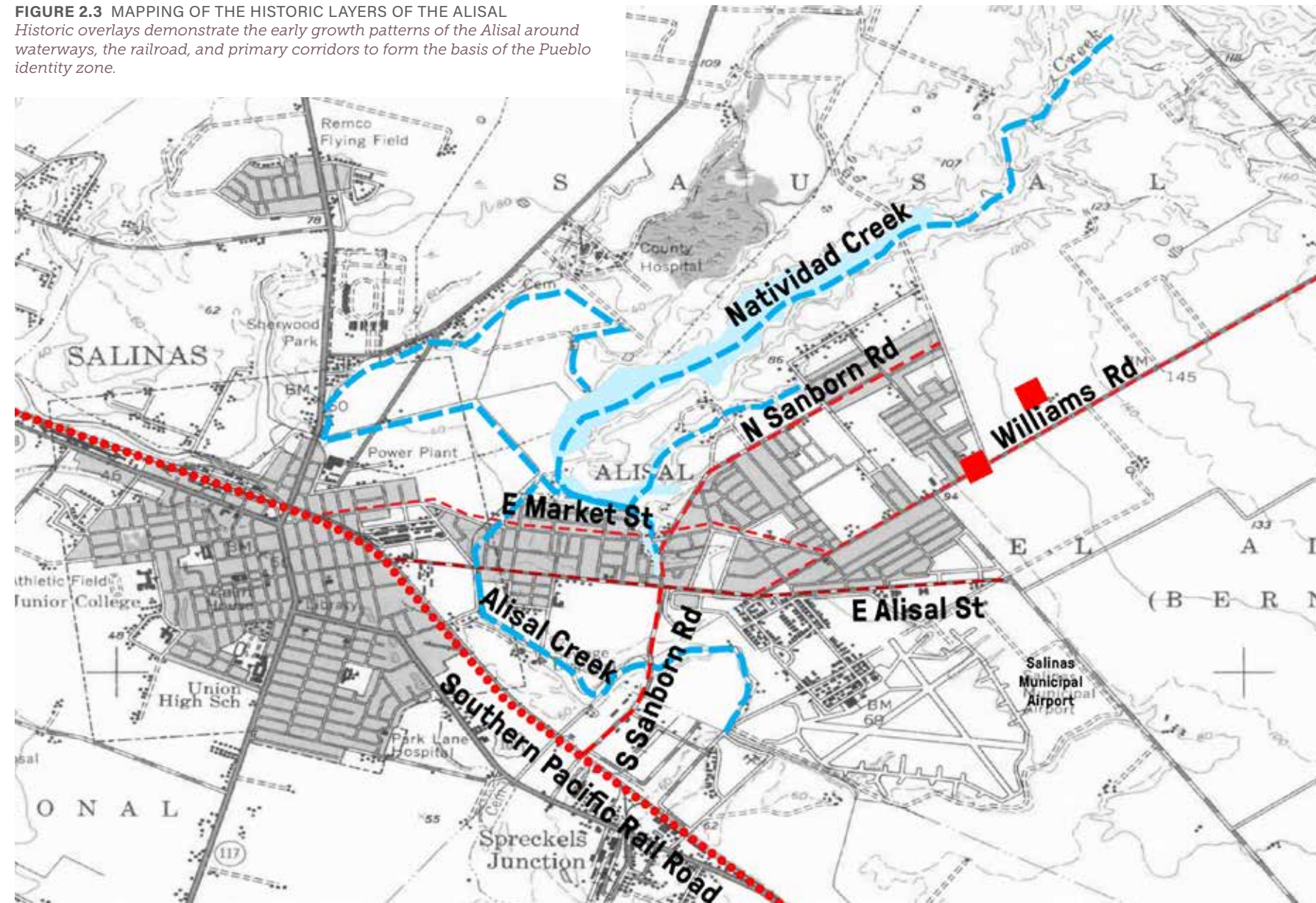
This park and restoration provides much needed green space to the Alisal community, and encourages connection to the natural context of the Green Braid.



**THE GREEN BRAID IDENTITY ZONE**  
East Alisal Street Multi-Use Path

The expansion of the multi-modal network along the Green Braid promotes an active lifestyle, and encourages engagement with the agricultural context around the Alisal.

**FIGURE 2.3** MAPPING OF THE HISTORIC LAYERS OF THE ALISAL  
 Historic overlays demonstrate the early growth patterns of the Alisal around waterways, the railroad, and primary corridors to form the basis of the Pueblo identity zone.



### 2.3. THE PUEBLO: "EL CORAZÓN"

The Pueblo identity zone is based in the history of the Alisal.

Before it was annexed by the City of Salinas in 1963, the Alisal was already a thriving community with an incredibly rich history. This extraordinarily fertile landscape was originally home to the Salinan tribe, was a destination during the Dust Bowl era and part of the United Farm Workers (UFW) movement. The community has grown through generations of immigrants from many cultures over the years, resulting in a unique cultural identity.

With the town originally built out from Alisal Street, the extents of this identity zone are therefore around E Alisal St and E Market St - "the Old Pueblo of the Alisal..." - Luis (Xago) Juarez, *The Californian*.

This historic downtown core of Alisal and its original commercial street, is still reflected in the predominant land use within the zone. Support for the local businesses, enhancements to the public realm, and increased activation will make the Pueblo the vibrant heart of the district once again.



Collection of historic imagery from the Alisal. (a) Alisal Street 1935 (Photo By: Monterey County Historical Society); (b) Filipino workers thinning lettuce (Photo By: Dorothea Lange); (c) Salinan Indians (Photo By: Allison Herrera); (d) Labor strike 1974 (Photo By: Monterey County Historical Society)



Site photos of East Alisal Street today, where it continues to serve as the commercial core with restaurants (e) (Photo By: SWA), markets (f) (Photo By: SWA), and vendors (g) (Photo By: SWA). The public realm is also activated by community events such as Ciclovía (h) (Photo By: Jay Dunn).

**2.3.1. DESIGN PRINCIPLES**

The following design principles draw from the goals and priorities of the Alisal Vibrancy Plan (AVP) to support the vision for the Pueblo as the heart of the Alisal.

**1. Create Gateways to Mark Key Entrances and Welcome Visitors and Residents to the Heart of the Alisal District (LU 7.1e)**

It is believed that the Pueblo zone should include the future Alisal Marketplace. As such, it is important to locate primary gateways where East Market Street and East Alisal Street emerge from below the railroad tracks. This demonstrates a clear transition from Downtown Salinas, and welcomes visitors to the Alisal.

**2. Promote the Identity and History of the Alisal Community at the Heart of a Unique, Cultural, Arts and Shopping Destination (ED 3)**

Public realm improvements on East Market Street and East Alisal Street will widen sidewalks to create a pleasant pedestrian retail experience, encourage gathering, and provide opportunities for outdoor dining. The incorporation of Alisal's cultural identity will make the Pueblo a destination.

**3. Enhance the Public Realm with Colors and Materials that Draw from Cultures in the Heart of the Alisal (LU 7.1a + b)**

The representation of Alisal's unique identity will primarily be accomplished through the adoption of material toolkits that reference cultural traditions and embrace vibrant colors.






These accent materials can be implemented strategically to highlight key aspects of Alisal's history, while maintaining a durable and resilient public realm as the background canvas.

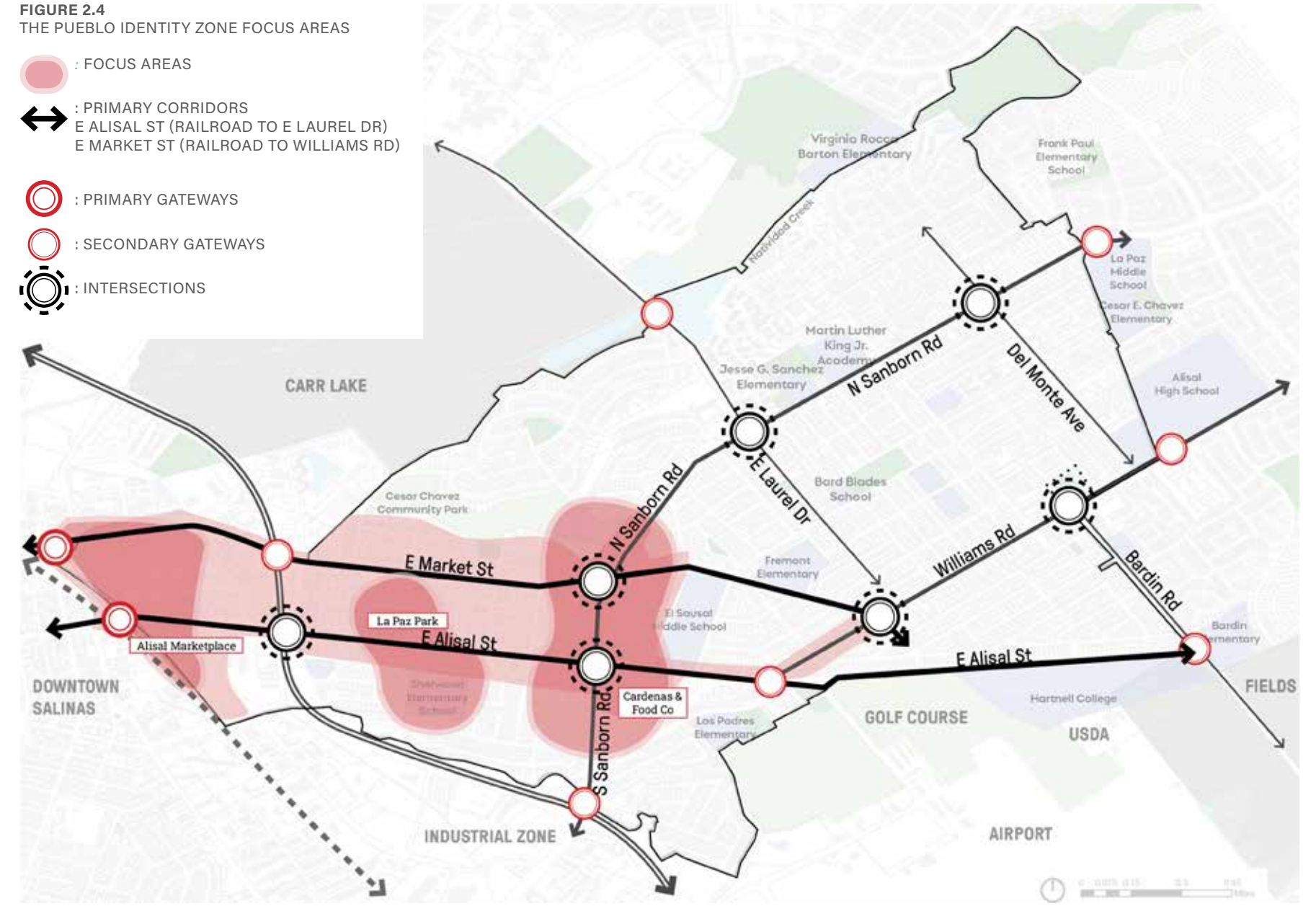
**2.3.2. FOCUS AREAS**

Within the Pueblo zone, several focus areas have been identified at destinations within the district that are either an existing, or future, center of activity for the community. These focus areas are located along the primary district corridors, and present opportunities for gateways and enhanced community gathering space.

Investment in the public realm at these locations has a high potential for impact, and will be explored further in the following vignettes.

**FIGURE 2.4**  
THE PUEBLO IDENTITY ZONE FOCUS AREAS

-  : FOCUS AREAS
-  : PRIMARY CORRIDORS  
E ALISAL ST (RAILROAD TO E LAUREL DR)  
E MARKET ST (RAILROAD TO WILLIAMS RD)
-  : PRIMARY GATEWAYS
-  : SECONDARY GATEWAYS
-  : INTERSECTIONS



**East Market Street Gateway**

The first focus area is identified as a primary location on East Market Street, as one enters the future Alisal Marketplace zone. This location marks the historic extents of the Alisal district, when the railroad tracks formed its primary edge before the construction of Highway 101.

By identifying this as a focus area, it emphasizes the importance of reclaiming the Alisal Marketplace area as part of the Alisal itself, and as part of the Pueblo. The AVP also highlights the Alisal Marketplace as an important opportunity site with future plans to redevelop this nearly 75 acre zone. The public realm enhancements will be essential to the

success of this redevelopment project in creating a vibrant, safe, pedestrian-oriented community.

While the complete build out of the Marketplace is a long-term undertaking, establishing this gateway in the near term has the potential to shift community perception to begin to consider this area as an integral part of the Alisal district.

This monument signage project also presents an opportunity for local artists to directly collaborate on the Alisal district graphic identity (see chapters 4-5).

While one primary gateway location is represented here, there are many secondary gateways that may be highlighted through planting and other public art initiatives. For example, the City has received Caltrans Beautification funds to facilitate these improvements at new roundabouts on East Alisal Street.



**PRIMARY GATEWAYS**

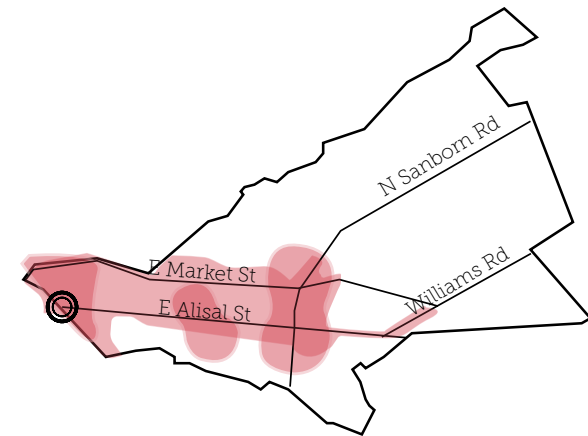
The Alisal currently lacks clear identification as one enters the district from Downtown Salinas.

The precedent above is an example of a style that's typical in many Mexican towns, and was preferred by the community for its overlap with public art.

Additionally, planting selection at gateways should make a statement. It is an opportunity to highlight the origins of the Pueblo, for example with oaks and native grasses.

**FIGURE 2.5 EAST MARKET STREET GATEWAY - FOCUS AREA VISION**

*Gateway that welcomes visitors and residents to the heart of the Alisal District.*



KEY MAP

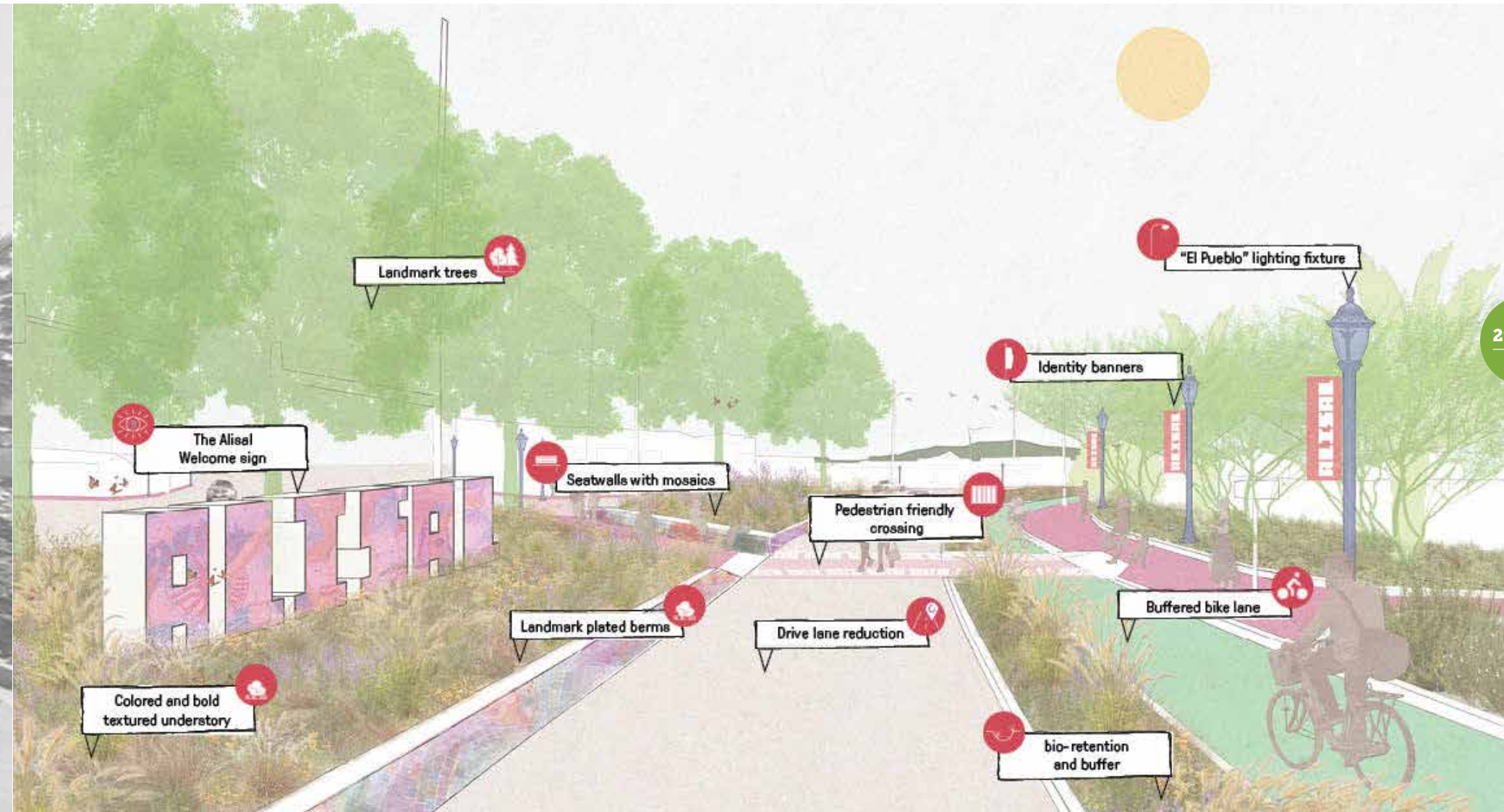
**FIGURE 2.6 EAST MARKET STREET GATEWAY - FOCUS AREA OPPORTUNITIES**

Opportunities within the existing public realm condition include wide travel lanes, under-utilized center island, and lack of signage or other sense of entry into the Alisal.



**FIGURE 2.7 EAST MARKET STREET GATEWAY - FOCUS AREA ACTIONS**

Actions within the public realm could include the installation of gateway signage, increased planting, and enhanced conditions for pedestrians and bicyclists.



**East Alisal Street + Sanborn Road Intersection**

If the Pueblo is the heart of the Alisal district, then this focus area highlights the heart of the Pueblo. Located where the two major district corridors, East Alisal Street and Sanborn Road intersect, there is great potential for this to be an important hub of community activity.

Increased gathering space at the back of walk could be utilized by the street vendors who are already using the under-utilized edges of the parking lots along this part of the East Alisal corridor. With the implementation of accent features and amenities, this would also provide an ideal place for informal community pop ups.

Prioritizing certain moments along the corridor is a cost effective way to increase the vibrancy of the public realm, and create a sense of place. In turn, the increased pedestrian traffic would support the success of the commercial businesses up and down East Alisal Street.

Adjacent to this particular intersection, the AVP also identified a potential opportunity for a public-private partnership with the FoodsCo and/or Cardenas Market owners. Such a collaboration could initially be more of a temporary pop-up plaza on existing parking lots, with the possibility to expand the public realm further over time.

This opportunity site would be the ideal location for central gathering plaza, at the heart of the Pueblo.



KEY MAP



**COLLABORATION WITH PUBLIC ART**

Accent features within the public realm present opportunities to collaborate with local artists to create something that is truly unique to the Alisal.

The example above is of a custom tree grate on Valencia Street in San Francisco. Elements such as this represent a functional form of public art, and can uniquely convey the district identity.

**FIGURE 2.8 EAST ALISAL STREET & NORTH SANBORN ROAD INTERSECTION - FOCUS AREA VISION**

Enhance the public realm with colors and materials that draw from the cultures in the heart of the Alisal.



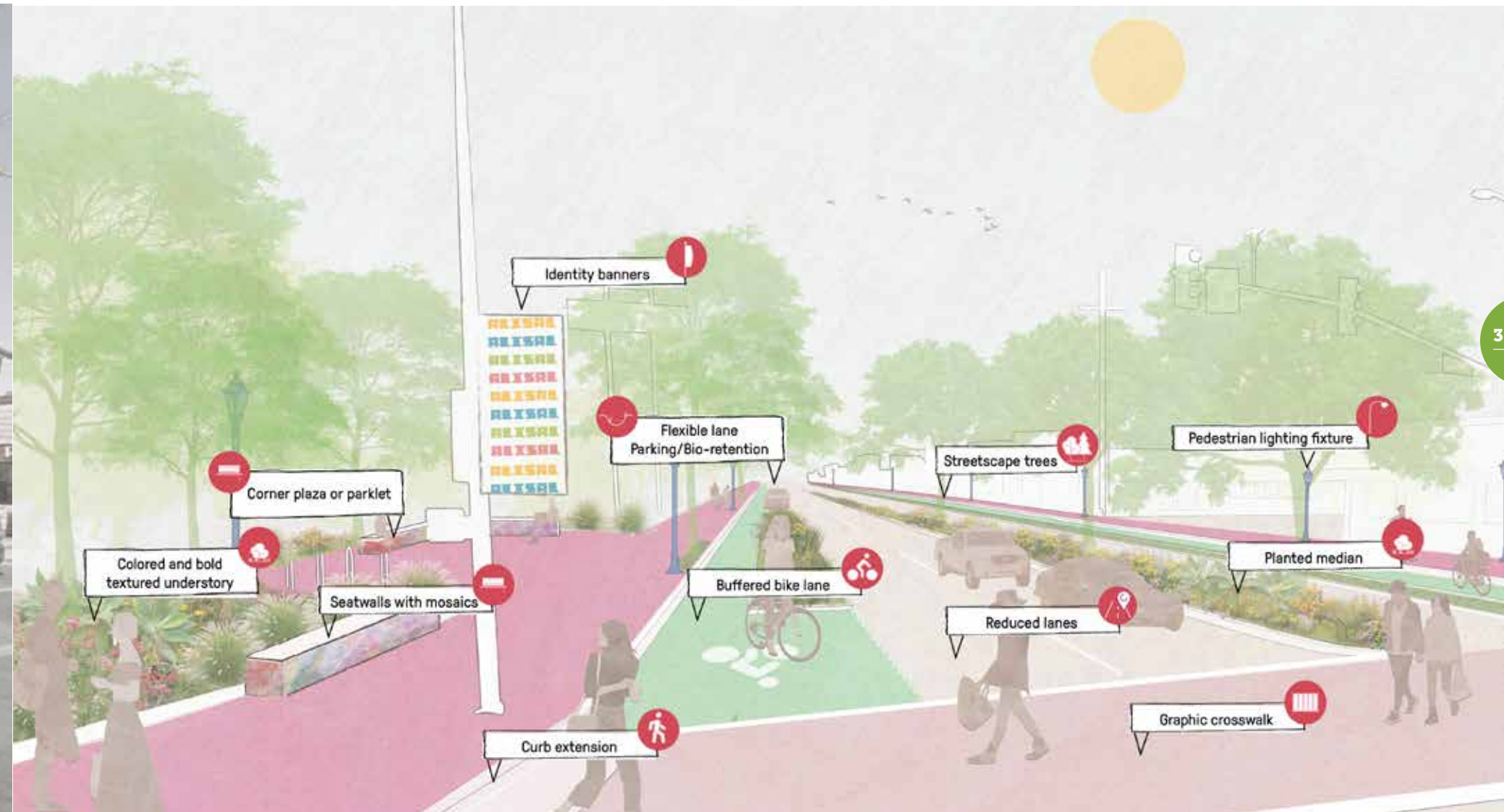
**FIGURE 2.9 EAST ALISAL STREET & NORTH SANBORN ROAD INTERSECTION - FOCUS AREA OPPORTUNITIES**

Opportunities at this focus area include large areas of under-utilized parking lots, wide travel lanes, and the absence of pedestrian-oriented site furnishing.



**FIGURE 2.10 EAST ALISAL STREET & NORTH SANBORN ROAD INTERSECTION - FOCUS AREA ACTIONS**

Actions at this focus area could include special paving, accent site furnishing, additional planting, and enhanced conditions for pedestrians and bicyclists.



### 2.3.3. TOOLKITS

Selection of materials and products that represent Alisal's identity is key to placemaking within the public realm, and the creation of spaces that encourage gathering and activation.

The toolkits on this spread provide recommendations for each of the public realm improvement categories: paving, site furnishing, and planting.

City standard materials and infrastructure are included here and should be utilized throughout most of the district to ensure some level of consistency for the City maintenance staff. Accent materials, colors, and furnishing elements that evoke the identity of the Alisal should also be considered at important location of activation and gathering.

Bright colors unique to the Pueblo contribute to the vibrancy of the public realm and should be informed by the graphic identity (chapter 4). Additionally, these accent moments - paving patterns, temporary intersection artwork, seat walls, banners, etc. - all present opportunities for local artists to contribute to collective Alisal district identity.



**City standard** gray sidewalk pedestrian paving. (Photo by: Gerenme)



**City standard** crosswalks in most locations. (Photo by: Entienou)



**Mosaic** face of wall with concrete seat top minimizes maintenance. Painted mural is another art possibility. (Photo by: SWA)



**Standard** bike rack product to match Main Street. Color options could reflect the Alisal graphic identity. (Photo by: SWA)



**Caltrans standard** cobra head for vehicular lighting. (Photo by: SWA)



**Accent** paving graphics should be strategically implemented. (Photo by: SWA)



**Temporary** or semi-permanent intersection treatments. (Photo by: SWA).



**Bright colored** planters, ex: the 'Bloc' series by Vestre. (Photo by: Vestre)



Trash receptacle **art** example from Downtown Salinas. (Photo by: SWA)



Pedestrian light poles with banners to match Main Street. (Photo by: SWA)

#### PEDESTRIAN PAVING

The majority of pedestrian paving will be city standard gray for ease of maintenance. As an accent paving type for the Pueblo however, a stenciled concrete pattern is recommended to enhance sidewalks at key intersections and focal points. This application is easier to implement than mosaics, or other insets, while still creating an opportunity for unique paving patterns.

#### CROSSWALKS + INTERSECTIONS

Pedestrian safety is critical to ensuring a vibrant commercial district, and crosswalks and intersections should be designed with care. Standard crosswalks in most cases are sufficient, however key intersections could be highlighted with a graphic - either temporarily on semi-permanently. Paint and stamped concrete are the two most and common applications.

#### ACCENT SEATING, PLANTERS

One of the best ways to create special moments within the public realm is through accent site furnishing. In addition to standard benches, the Pueblo should consider seat walls with mosaics at primary gathering spaces along the corridors.

Colorful planters should also be considered, intermixed with seating to provide buffers and introduce more planting.

#### BIKE RACKS, TRASH RECEPTACLES

City standard bike racks and trash receptacles should be installed with greater frequency, particularly within the Pueblo commercial identity zone.

The trash receptacle art program that has been successful in Downtown Salinas will also be extended to the Alisal, featuring local art and the district graphic identity.

#### LIGHTING

Vehicular cobra head lighting will remain on the Alisal corridors, however the poles themselves could be painted to highlight the district graphic identity colors.

Within the Pueblo, pedestrian light poles should also be added with the capacity to have banners. These too can be a standard product that is painted a unique color.

In addition to the paving and site furnishing toolkits, the plant selection will also differentiate the Pueblo from the other zones and reinforce its unique identity.

All final plant selection should take maintenance into consideration, as well as the suitability of a species for the given context. The plants recommended here are all drought tolerant, and either native or climate adapted to this region.\* No known invasive plants should be specified under any circumstances, and water intensive plantings should be avoided. This includes lawn unless specifically utilized for active recreation.

A diversity of planting species and textures have been selected for the Pueblo to represent the diverse variety of cultures that have contributed to Alisal's identity, and are expressed in the community today.

\* Proposed landscape planting selections should be compatible with Salinas (Sunset Western Garden Climate Zone 15). The landscaping and irrigation also need to be compatible with Zoning Code requirements (Division 4. Landscaping and Irrigation).



Example: Foxtail Agave (*Agave attenuata*)  
(Photo by: Able Nursery)



Example: Fountain Grass (*Pennisetum alopecuroides*)  
(Photo by: Kohoutava)



Example: Blue Glow Agave (*Agave 'Blue Glow'*)  
(Photo by: Pinterest - Agave Blue Glow)



Example: Blue Fescue (*Festuca glauca*)  
(Photo by: Gardener Direct)

**SUCCULENTS, AGAVES**

Succulents and agaves have a sculptural form, and can be placed strategically within the landscape for a more iconic planting design.

These specimens should be considered at the gateways to the Pueblo, as well as at roundabouts and other key intersections.

**GRASSES**

Grasses in the Pueblo represent the native grassland that greeted immigrants fleeing the Dust Bowl and arriving in the Alisal.

Given this historical reference, grasses are also recommended at district gateways, where they will serve as a contrast to the succulents and agaves.



Example: Spider Aloe (*Aloe x spinosissima*)  
(Photo by: DiaPlant)



Example: Sun Rose (*Helianthemum 'Henfield Brilliant'*)  
(Photo by: Darcy Daniels)

**BOLD COLORS**

As the activated heart of the district, the planting within the Pueblo should be vibrant as well, with bold and bright colors.

This can be achieved through a diversity of plant types and forms. Seasonality should also be taken into consideration when specifying a plant for its flower color. Palettes should strive for year round color to the extent possible.



Example: California Poppy (*Eschscholzia californica*)  
(Photo by: Paul Drobot)



Example: Woolly Bluecurls (*Trichostema lanatum*)  
(Photo by: Ruth Hager)

**CALIFORNIA NATIVES**

Flowering California natives can contribute to the vibrancy of the streetscape, while also providing valuable ecological benefits for pollinators, and for overall regional biodiversity.

Evergreen California natives should be incorporated as well to serve as a consistent backdrop to any perennials.

**FIGURE 2.11 SELECTION OF RECOMMENDED PLANT SPECIES FOR THE PUEBLO IDENTITY ZONE**

- Foxtail Agave (*Agave attenuata*)
- Blue Glow Agave (*Agave 'Blue Glow'*)
- Spider Aloe (*Aloe x spinosissima*)
- Coral Aloe (*Aloe Striata*)
- Kangaroo Paws (*Anigozanthos spp.*)
- Bougainvillea spp.
- Rock Purslane (*Calandrinia grandiflora*)
- California Lilac (*Ceanothus spp.*)
- White valerian (*Centranthus ruber*)
- Rock Rose (*Cistus purpureus*)
- Fairy Iris (*Diets grandiflora*)
- California Poppy (*Eschscholzia californica*)
- Blue Fescue (*Festuca glauca*)
- Atlas Fescue (*Festuca mairei*)
- Sun Rose (*Helianthemum 'Henfield Brilliant'*)
- Conebushes (*Leucadendron spp.*)
- Pink Muhly Grass (*Muhlenbergia capillaris*)
- Fountain Grass (*Pennisetum alopecuroides*)
- Autumn Joy Stonecrop (*Sedum 'Autumn Joy'*)
- Blue Chalksticks (*Senecio mandraliscae*)
- Woolly Bluecurls (*Trichostema lanatum*)
- Adam's Needle (*Yucca filamentosa*)

**FIGURE 2.12 MAPPING OF COMMUNITY GROUPS + STORIES**  
 Stories of the Alisal that were shared and discovered through research are overlaid on the district in this map, forming the basis of the Core identity zone.



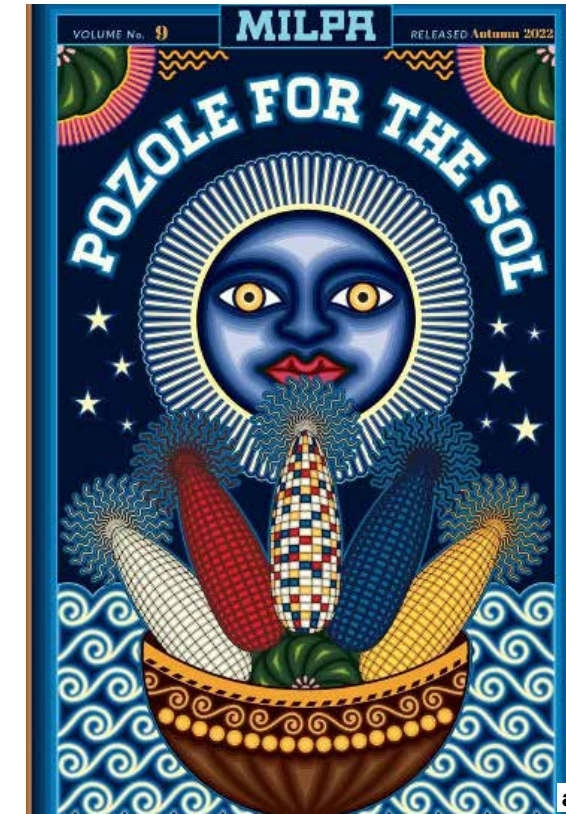
**2.4. THE CORE: "EL CUERPO"**

The Core identity zone incorporates a large majority of Alisal district, and represents the community itself. The focus is on celebrating the richness of stories and community-led organizations that are integral to the Alisal identity.

The Alisal Vibrancy Plan Community Vision states: "We are Alisal. We are an attractive, welcoming, united, clean and safe community that celebrates cultural diversity using family spaces...We foster healthy and prosperous living that benefits the generations of today and tomorrow. **We are Alisal.**"

The intent of this zone is to support the Alisal community vision. The predominant land uses within the Core include neighborhood serving retail, mixed residential, schools, clinics, libraries, and recreation centers.

This is the fabric of day-to-day life in the Alisal and the public realm provides a place for these community groups and initiatives to come together, to share their stories.



Examples of the vast range of community programs and initiatives that demonstrate the commitment that residents of the Alisal have to their district. (a) Milpa Collective (Photo By: Milpa Collective); (b) B12 Live! Podcast (Photo By: Spotify); (c) Iya: The Ex'celen Remember e.Voces de nuestra Comunidad (Photo By: IYA); (d) Rest in power Joe Kapp (Photo By: Luis Alejo); (e) Matsui nursery

**2.4.1. DESIGN PRINCIPLES**

The following design principles draw from the goals and priorities of the Alisal Vibrancy Plan (AVP) to maximize community benefits and create a comfortable public realm within the Core.

**1. Activate Urban Community Spaces to Support the Recreational, Educational, and Social Needs for All (LU 5, YAP 5)**

The Core zone is characterized by its abundance of community serving spaces and destinations, including schools, parks, clinics, and more. An enhanced public realm improves access for the community, and allows the adjacent public spaces to be further activated with supportive uses.

**2. Integrate Public and Semi-Public Uses Into the Neighborhood Fabric and Facilitate Shared Use of Space for All. (LU 6)**

Enhanced streetscapes with amenities and an emphasis on safety, will encourage neighborhood and family life to extend out into the public realm. The intent is for these spaces to better serve the Alisal as a whole, so that the community's sense of ownership and investment includes the public right-of-way.

**3. Beautify and 'Green' Public Streetscapes with an Emphasis on Comfort and Ensuring a Healthy and Safe Alisal for All (LU 5.5, HS 1)**






The characteristics of the public realm within the Core should emphasize comfort and safety. This includes the street design itself, the material and site furnishing selection, as well as the plant palette. Collectively these will make for a public realm that supports healthy community living.

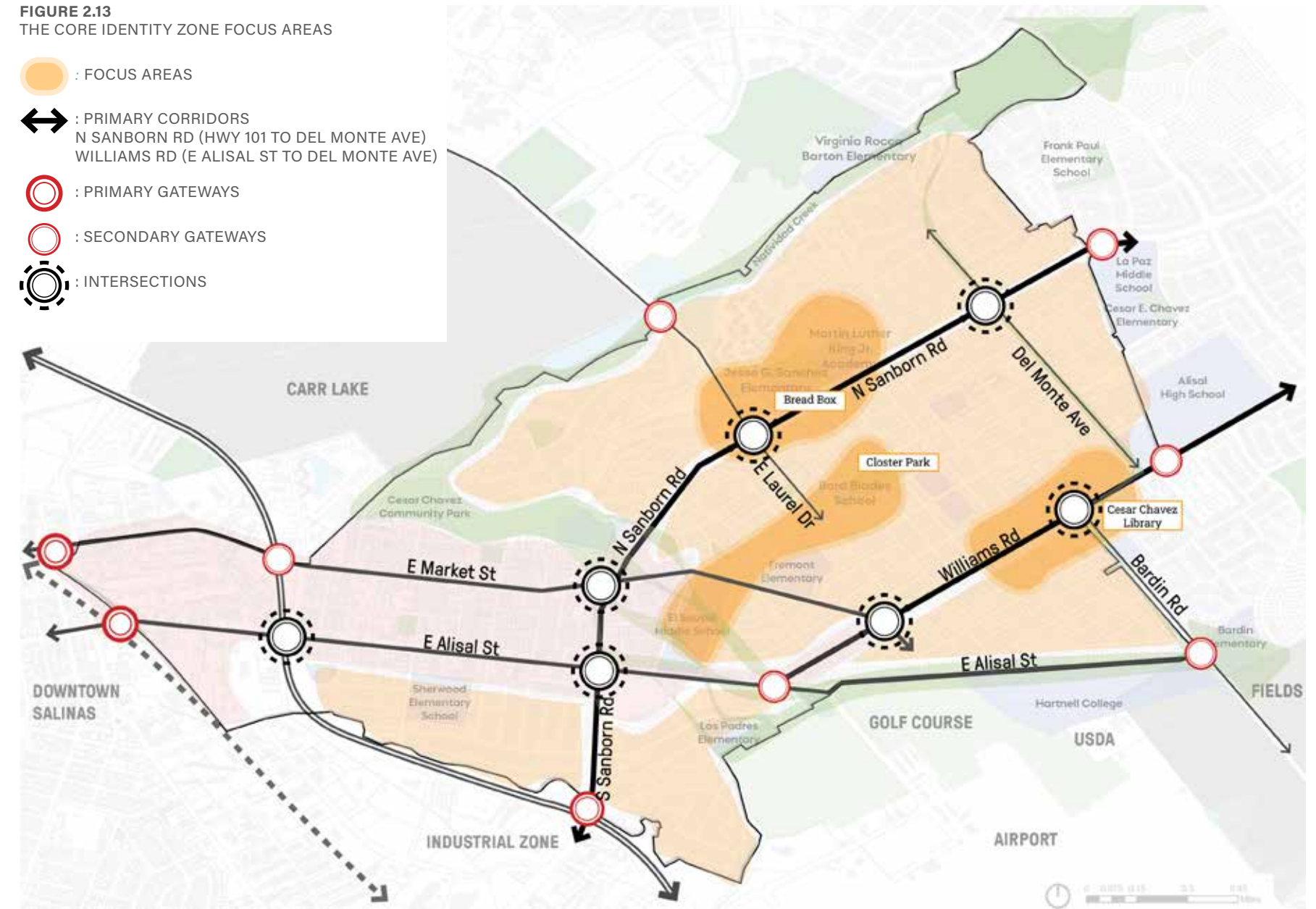
**2.4.2. FOCUS AREAS**

The focus areas within the Core zone are located at existing spaces for community gathering and recreation. The public realm at these locations should be activated and expanded to provide spaces for the Alisal community to come together.

The Bread Box Recreation Center, Firehouse Recreation Center, and the César Chávez Library are all located along the primary corridors of the Alisal district. Prioritizing improvements at these community-serving locations would allow their uses to extend into the public realm, and improve the pedestrian experience for visitors as demonstrated in the following vignettes.

**FIGURE 2.13**  
THE CORE IDENTITY ZONE FOCUS AREAS

-  : FOCUS AREAS
-  : PRIMARY CORRIDORS  
N SANBORN RD (HWY 101 TO DEL MONTE AVE)  
WILLIAMS RD (E ALISAL ST TO DEL MONTE AVE)
-  : PRIMARY GATEWAYS
-  : SECONDARY GATEWAYS
-  : INTERSECTIONS



**North Sanborn Road at the Bread Box**

The Bread Box Recreation Center was identified as an important existing destination for the Alisal community. Its location on North Sanborn Road, a high volume corridor with wide right-of-way, makes it challenging for the Center to engage with the public realm.

The introduction of both a planted median and planted buffers at back of curb, have the dual benefit of encouraging slower traffic speeds and improving the comfort for pedestrians accessing the Bread Box from nearby schools and homes. Further study of the roadway and crosswalk configuration is included as part of the Alisal District Streetscape Master Plan.

Meanwhile, in order to encourage gathering, this would be a priority location for the addition of streetscape furnishing and amenities such as seating and lighting. These efforts are already underway as part of the Alisal Greening, Beautification, and Safety project (see sidebar).

With an enhanced public realm, there would be opportunities for programs from the Bread Box to activate the sidewalk, create a shared community space, and increase visibility of the Center itself.

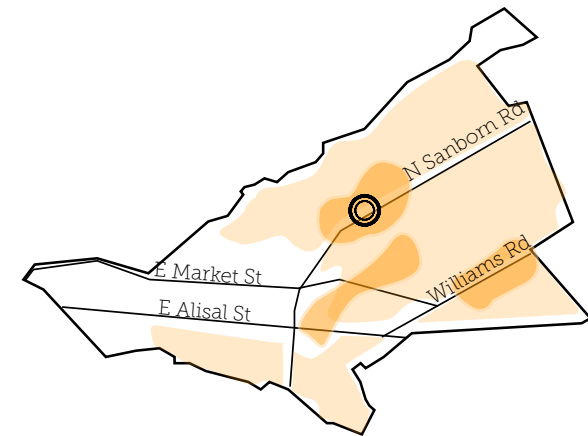
Mural art (chapter 5) and other facade improvements (chapter 3) should also be considered in coordination with these recommendations for the public realm.



**ALISAL GREENING, BEAUTIFICATION, AND SAFETY PROJECT**

The City received Clean California grant funding for a series of public realm enhancements across the Alisal.

Specifically, at the Bread Box, improvements include new trees to fill empty tree wells, the addition of a new transit shelter and other site furnishing, and permeable unit pavers to define the newly created community space.



KEY MAP

**FIGURE 2.14 NORTH SANBORN ROAD AT THE BREAD BOX - FOCUS AREA VISION**

*Activate urban community spaces to support the recreational, educational, and social needs for All.*



**FIGURE 2.15 NORTH SANBORN ROAD AT THE BREAD BOX - FOCUS AREA OPPORTUNITIES**

Opportunities within the existing public realm condition include wide travel lanes, empty tree wells, and a lack of street presence for this important community center.



**FIGURE 2.16 NORTH SANBORN ROAD AT THE BREAD BOX - FOCUS AREA ACTIONS**

Actions within the public realm could include the introduction of a planted median, improved pedestrian crossing, and expanded gathering space with amenities.



**Williams Road at César Chávez Library**

Williams Road is an important corridor that connects the Pueblo to many of the Core neighborhoods, as well as Alisal High School just outside of the master plan study area. With wide lanes, and high speed traffic, there are significant safety concerns along this corridor today.

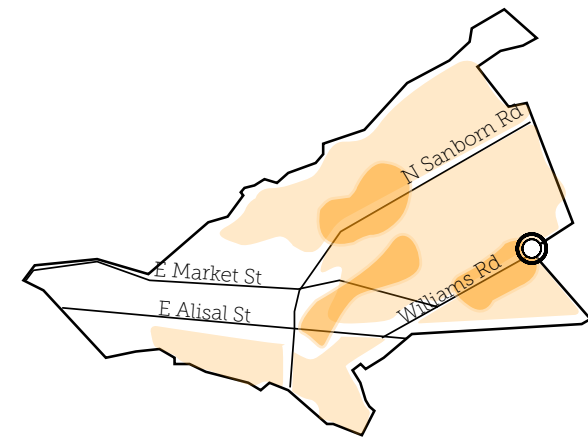
In response to these challenges, the City has received grant funds (see sidebar) for a number of safety countermeasures to be applied to Williams Road. Fundamentally, there is a shift to prioritizing the pedestrian and other active transportation modes.

While Williams Road will continue to be an important arterial corridor, the recommendations for public realm improvements aim to also create a safe and comfortable route for students and others to traverse this corridor.

Working within the grant parameters, the wide, protected median represented here would be heavily planted and feature the type of central pedestrian path that is characteristic of Latin America. Isolated from vehicles, with reduced crossing frequency and distances, this creates a real neighborhood feeling, where the community can come to exercise and socialize in this unique space.

Pedestrians would be able to utilize this central median to access a variety of destinations along Williams Road, such as César Chávez Library. With a rich history of its own, the library is another invaluable community space for the Alisal residents and youth in particular.

There are additional opportunities for expanding the public realm in this location, to provide a more welcoming frontage for the library and support the extension of programming outdoors.



KEY MAP



**SAFE STREETS AND ROADS FOR ALL (SS4A) GRANT**

Building on the outcome of the AVP and the Vision Zero Action Plan, the City pursued SS4A grant funding for Williams Road to improve traffic safety, reduce vehicle speeds, and improve bicycle and pedestrian safety.

The City was awarded **\$16 Million** to implement safety countermeasures such as road diet lane reduction, median, and buffered bike and pedestrian space.



**FIGURE 2.17 WILLIAMS ROAD AT CÉSAR CHÁVEZ LIBRARY - FOCUS AREA VISION**

*Beautify and 'green' public streetscapes with an emphasis on comfort and ensuring a healthy and safe Alisal for All.*

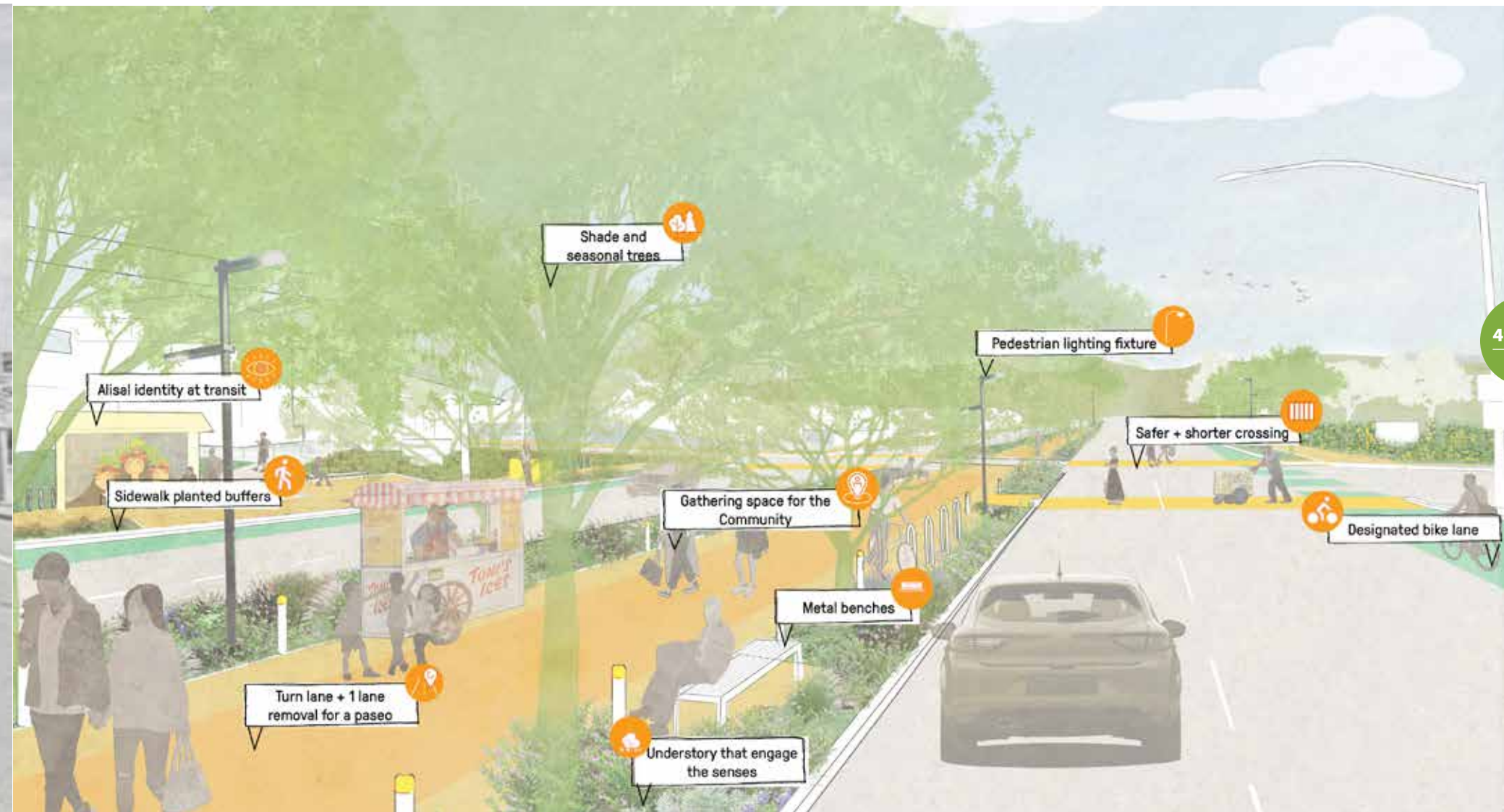
**FIGURE 2.18 WILLIAMS ROAD AT CÉSAR CHÁVEZ LIBRARY - FOCUS AREA OPPORTUNITIES**

Opportunities within the existing condition include wide travel lanes, lack of street trees, and limited site furnishing elements in the public realm.



**FIGURE 2.19 WILLIAMS ROAD AT CÉSAR CHÁVEZ LIBRARY - FOCUS AREA ACTIONS**

Actions within the public realm could include a planted pedestrian-oriented median, narrower travel lanes, and back of walk activation at the library.



### 2.4.3. TOOLKITS

With safety and comfort as the primary design drivers for the Core, the following toolkits contain recommendations for softer materials and planting selections. Some public realm elements, such as seating, bike racks, trash receptacles and planted buffers should be implemented throughout the zone.

Meanwhile, the more specialty elements such as market lighting and dedicated amenity zones should be more strategically placed at focus areas, and other community centers, recreational, or support facilities.

In a district like the Alisal, with high density neighborhoods and multi-generational homes, the public realm can become an extension of everyday life. Material selection and application should therefore seek to promote the safety and comfort of this shared living space.

The community responded positively to this notion of softness, and emphasized the need infrastructure improvements that promote safety within the public realm. There was a desire for site furnishing options that suggested the opportunity to socialize, and the addition of more planting.



**City standard** gray sidewalk pedestrian paving. (Photo by: Gerenme)



Example of an **enhanced crosswalk** and median to reduce crossing distance and improve visibility. (Photo by: SWA)



**Alisal standard bench** could be installed with greater frequency. (Photo by: SWA)



**Standard** bike rack product to match Main Street. Color options could reflect the Alisal graphic identity. (Photo by: SWA)



**Caltrans standard** cobra head for vehicular lighting. (Photo by: SWA)



**Dedicated** site furnishing zone with unit pavers. (Photo by: SWA)



Planted medians / buffers provide comfort and shade. (Photo by: AAUPC)



Picnic table, ex. 'Kong' series picnic set by Vestre, softened by the wood material while still durable. (Photo by SWA)



Trash receptacle **art** example from Downtown Salinas. (Photo by: SWA)



**Accent** market lighting across public sidewalk. (Photo by: SWA)

#### PEDESTRIAN PAVING

The majority of pedestrian paving will be city standard gray for ease of maintenance. At key focus areas with a concentration of streetscape amenities, accent paving can be used to differentiate a dedicated site furnishing zone separate from the path of travel. This can be created using pavers, brick, or a permeable material such as stabilized gravel or granitecrete.

#### CROSSWALKS + BUFFERS

Pedestrian comfort is dependent on safe street crossings and separation from cars. Standard crosswalks in most cases are sufficient, but at key community destinations, they could be enhanced with paint or stamped concrete. Additionally, planted medians and buffers along sidewalks should be implemented in the Core to encourage slower vehicular speeds.

#### MIXTURE OF SEATING TYPES

Standard benches should be installed throughout the Core area to allow moments of respite. At focus areas, and other community gathering spaces, a mixture of seating types should be considered to serve different user groups. For example, clustered seating to encourage socializing or picnic tables where the public realm is expanded.

#### BIKE RACKS, TRASH RECEPTACLES

City standard bike racks and trash receptacles should be installed with greater frequency throughout the neighborhoods, near transit stops and on walking routes. The trash receptacle art program that has been successful in Downtown Salinas should be extended to the Alisal, featuring local art and the district graphic identity.

#### LIGHTING

Vehicular cobra head lighting will remain on the Alisal corridors, however the poles themselves could be painted to highlight the district graphic identity colors. Where programming could extend into the public realm from an adjacent community center, specialty market lighting should be considered to activate and improve safety.

Throughout the Alisal, increased planting within the public realm would significantly benefit community health and quality of life.

As noted, planted medians and buffers can facilitate the pedestrian experience and promote walking by creating a separation from cars, while also encouraging slower travel speeds.

Additionally, increased planting reduces the impacts of the urban heat island effect, mitigates stormwater runoff, and creates a healthier environment for all Alisal residents.

In the Core in particular, understory planting recommendations emphasize the theme of comfort. Additionally, the plant selections\* aim to improve the community's connection to nature by engaging with all of the senses.

\* Proposed landscape planting selections should be compatible with Salinas (Sunset Western Garden Climate Zone 15). The landscaping and irrigation also need to be compatible with Zoning Code requirements (Division 4. Landscaping and Irrigation).



Example: Diamond Heights Ceanothus (*Ceanothus griseus* var. *horizontalis* 'Diamond Heights')



Example: Star Jasmine (*Trachelospermum jasminoides*)



Example: Island Bush Poppy (*Dendromecon harfordii*)



Example: Rosemary (*Rosmarinus* spp.)

**TEXTURES**

Primarily soft planting species are recommended for the Core palette. Within this selection, however, a diversity of textures and plant types can be used to create contrast and visual interest year round.

**AROMATICS**

Plant specimens that have strong aromatics from either leaves, or flowers, is a great way to engage the sense of smell. Many California natives, such as those in the Lamiaceae family, are good candidates. Flowering plants, like jasmine, that have a strong smell at nighttime are also recommended.



Example: Beach Strawberry (*Fragaria chiloensis*)



Example: Peach Sorbet Blueberry (*Vaccinium corymbosum*)

**EDIBLES**

The planting toolkit for the Core also includes shrubs that produce edible fruits. While not necessarily agriculturally significant plants, these reference traditional gathering practices and can provide an unexpected dimension to the public realm. Particularly for the younger generation of pedestrians.



Example: Coneflower (*Echinacea purpurea*)



Example: Cedros Island Verbena (*Verbena lilacina* 'de la Mina')

**POLLINATORS**

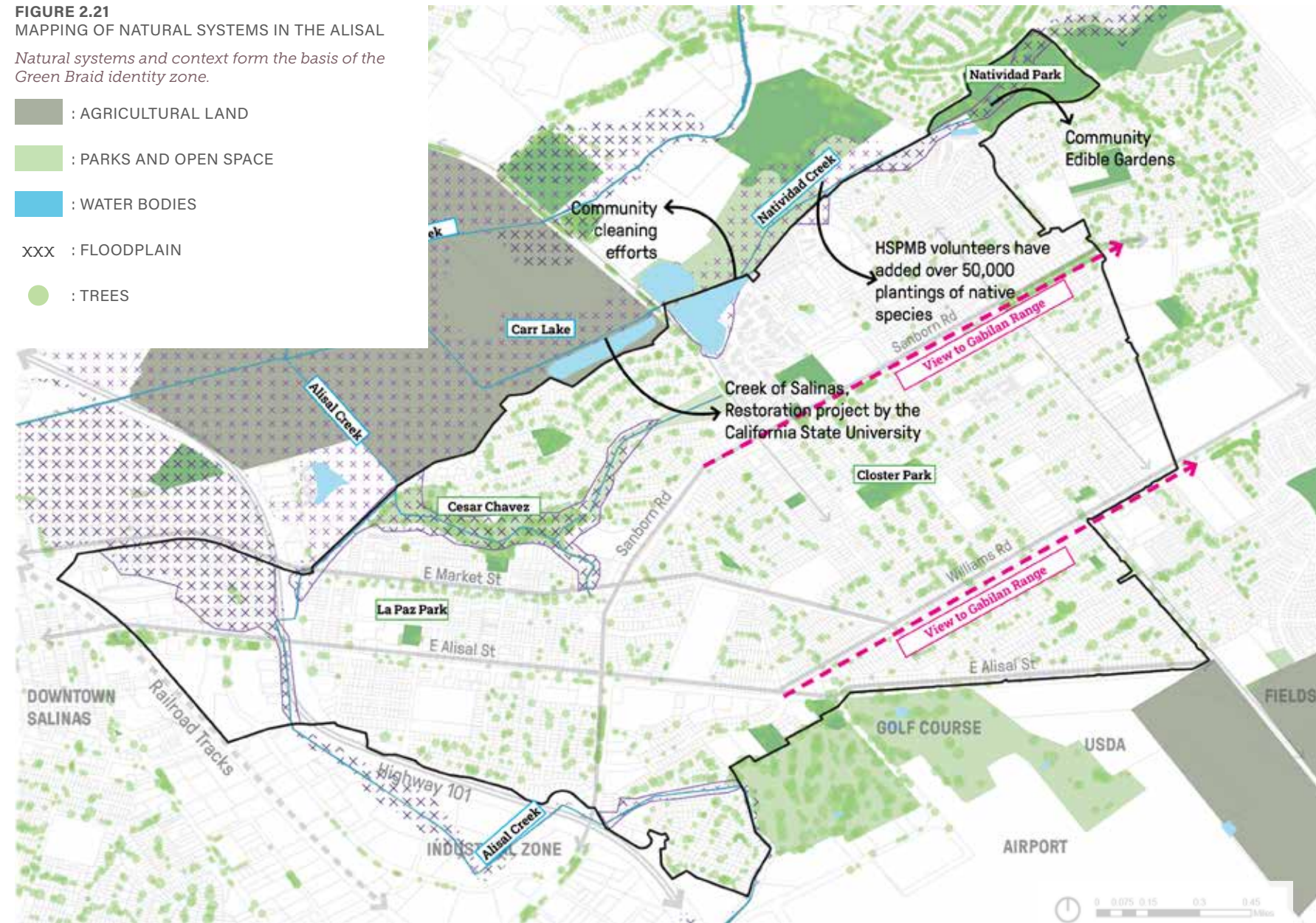
Planting with pollinators in mind increases the biodiversity benefits of the public realm. Many plant species can be selected from to support bees, birds, and butterflies. The presence of pollinators can transform the streetscape from a static environment, to a living landscape for the whole community to enjoy.

**FIGURE 2.20** SELECTION OF RECOMMENDED PLANT SPECIES FOR THE CORE IDENTITY ZONE

- Butterfly Bush (*Buddleja davidii*)
- Natal Plum (*Carissa macrocarpa*)
- Diamond Heights Ceanothus (*Ceanothus griseus* va. *horizontalis* 'Diamond Heights')
- Breath of Heaven (*Coleonema pulchrum* 'Sunset Gold')
- Island Bush Poppy (*Dendromecon harfordii*)
- Coneflower (*Echinacea purpurea*)
- Beach Strawberry (*Fragaria chiloensis*)
- Blue Oat Grass (*Helictotrichon sempervirens*)
- Lantana (*Lantana montevidensis*)
- Lavender (*Lavandula angustifolia*)
- Beardstongue (*Pentemon* 'Alice Hindley')
- Jerusalem Sage (*Phlomis fruticosa*)
- Red Flowering Currant (*Ribes sanguineum*)
- Rosemary (*Rosmarinus* spp.)
- Mexican Sage (*Salvia mexicana*)
- Salvia spp.
- Star Jasmine (*Trachelospermum jasminoides*)
- Nasturtium (*Tropaeolum majus*)
- Peach Sorbet Blueberry (*Vaccinium corymbosum*)

**FIGURE 2.21**  
**MAPPING OF NATURAL SYSTEMS IN THE ALISAL**  
*Natural systems and context form the basis of the Green Braid identity zone.*

- : AGRICULTURAL LAND
- : PARKS AND OPEN SPACE
- : WATER BODIES
- XXX : FLOODPLAIN
- : TREES



## 2.5. THE GREEN BRAID: “LAS VENAS VERDES”

The Green Braid highlights the natural systems of the Alisal and strives to reconnect the district to its environment.

Known for its agriculture industry, the Salinas Valley is an incredibly fertile landscape and the Alisal itself is situated at the confluence of two watersheds. Fremont Peak in the Gabilan Range maintains a strong presence as it overlooks the district and serves as a landmark. While many of the natural waterways have been channelized or neglected, they are seen to reappear with heavy rain and flood events.

Within the community, there are restoration efforts underway to repair the riparian corridors, and in the process, connect people to the land. The Green Braid does not follow the primary vehicular corridors of the district, but rather the local watersheds (Chávez Park subwatershed, Natividad Creek, Carr Lake) and their tributaries that extend through the district.



*The natural and agricultural environment around the Alisal, and the community engaged in the restoration and reclamation of these spaces. (a) Gabilan (Fremont) Peak; (b) Community Garden; (c) Upper Carr Lake Clean Up; (d) Community Garden; (e) Natividad Creek Salinas (Photos by Mark Anderson)*

**2.5.1. DESIGN PRINCIPLES**

The following design principles draw from the goals and priorities of the Alisal Vibrancy Plan as well as the Urban Greening Plan to promote increased connectivity with the natural environment within the Green Braid.

**1. Integrate the natural environment with the built environment. (UGP 2)**

Highlighting the natural waterways through the Alisal District supports the community engagement directly with their natural environment within the urban public realm. "This intrinsic value of nature to human health cannot be overstated" (Urban Greening Plan) and these places of connection create the opportunity for those benefits to occur.

**2. Create Beautiful and Active Public Spaces that Support Active Lifestyles. (HS 2)**

A Green Braid suggests a system of complete streets, trails and multi-use path connections throughout the Alisal district that encourage active recreation. Where parks can be integrated, gathering spaces for the community are also created within this natural network.

**3. Increase the Urban Canopy. (UGP 4)**

An expanded overhead tree canopy, forms the other aspect of this green network. The urban tree canopy, as discussed further in the following section, has a vast array of benefits for the community. Expanding this natural resource for the Alisal district is key to the Green Braid concept.

**2.5.2. FOCUS AREAS**

The Green Braid zone attempts to connect, and embrace the broader natural systems that surround the Alisal district.

The focus areas highlight locations where there are opportunities to tap into Alisal's this environmental context. Each were identified as places where there is space to create and enhance a larger public park, or to expand additional trail connections.

These focus areas are less directly tied to the primary vehicular corridors, however these design principles should be considered throughout the district. This is the idea of the "braid," crossing between the two open space systems that frame the district. Improvements at the streetscape level can facilitate the feeling of a continuous network, and creation of a greener, more connected Alisal.

**FIGURE 2.22**  
THE GREEN BRAID IDENTITY ZONE FOCUS AREAS



**East Market Street at Division Street Site**

A tributary to Natividad Creek daylights just north of East Market Street, alongside the Division Street Site identified in the AVP. In its present condition of neglect, this canal is hardly noteworthy, however it presents a unique opportunity to highlight one of the Alisal's waterways in the center of the district.

The Division Street Site is a collection of parcels identified for future redevelopment in the AVP, with phase one planned to be a mixed use project with affordable housing, an office building, and a public park.

The recommendations of this focus area are for the future park to engage directly with this tributary through a design that opens up the drainage canal for greater public access, and improved visibility. The creation of a public park alongside this natural corridor epitomizes the goals of the Green Braid to connect community to nature.

Enhancing this riparian corridor could also increase biodiversity potential, facilitate the management of stormwater runoff, create much needed open space for the community, and provide an opportunity for environmental education within the urban context. Several regional efforts to restore creeks are already underway, and could be partners for these improvements.

The waterway ultimately connects back to Natividad Creek via the César Chávez Community Park and is therefore also an opportunity for a possible multi-use path connection, as noted in the AVP.



KEY MAP



**CREEKS OF SALINAS**

The Habitat Stewardship Project of Monterey Bay (HSPMB) has worked for 24+ years on restoration efforts in the Natividad Creek corridor.

This Creeks of Salinas project is "bringing 'nature to people and people to nature.'" (CSUMB).

Over 50,000 plantings of native species, and the recommendations for areas in the Green Braid is to expand these efforts with a similar approach.

**FIGURE 2.23 EAST MARKET STREET AT DIVISION STREET SITE - FOCUS AREA VISION**

*Integrate the natural environment with the built environment.*



**FIGURE 2.24 EAST MARKET STREET AT DIVISION STREET SITE - FOCUS AREA OPPORTUNITIES**

Opportunities within the existing condition include the vacant parcel, obstructed views to the creek, and lack of informational signage.



**FIGURE 2.25 EAST MARKET STREET AT DIVISION STREET SITE - FOCUS AREA ACTIONS**

Actions within the public realm could include the creation of a creekside park, sidewalk improvements with additional street trees, and graphic signage with ecological information.



### East Alisal Street Multi-Use Path

The eastern segment of East Alisal Street has a very different character than the portion within the Pueblo identity zone. At the edge of the district, it is bordered on one side by single family homes and on the other by a golf course, USDA agricultural fields, and Hartnell College.

Recently completed nearby public realm improvements near the College have included a multi-use path, however these segments do not yet form a continuous connection to the heart of the Alisal.

The recommendation is for this multi-use path to be continued along the full length of East Alisal Street beginning at the intersection with Williams Road and John Street. This is consistent with Salinas' Active Transportation Plan (ATP) (see sidebar) which has identified the importance of East Alisal Street as a bike route within the city network.

In addition to the multi-use path, reduction of drive lane width could also reallocate some of the public realm space to create a planted buffer and space for street trees. This creates a more pleasant route for pedestrians as well as bikes, encouraging people to choose alternative modes to driving.

Lastly, the proximity to adjacent agricultural fields promotes a stronger connection to the agricultural fields that surround the district and support the Alisal.



### SALINAS ACTIVE TRANSPORTATION PLAN (ATP)

Currently underway, the ATP project is developing a series of recommendations to enhance the walking, biking, and trail networks of the City of Salinas.

Based on an analysis of collision data, six priority corridors have been identified to develop detailed design alternatives and pursue ATP funding sources. These include John Street and Laurel Drive as they enter the Alisal.



KEY MAP

FIGURE 2.26 EAST ALISAL STREET MULTI-USE PATH - FOCUS AREA VISION

Create beautiful and active public spaces that support active lifestyles.



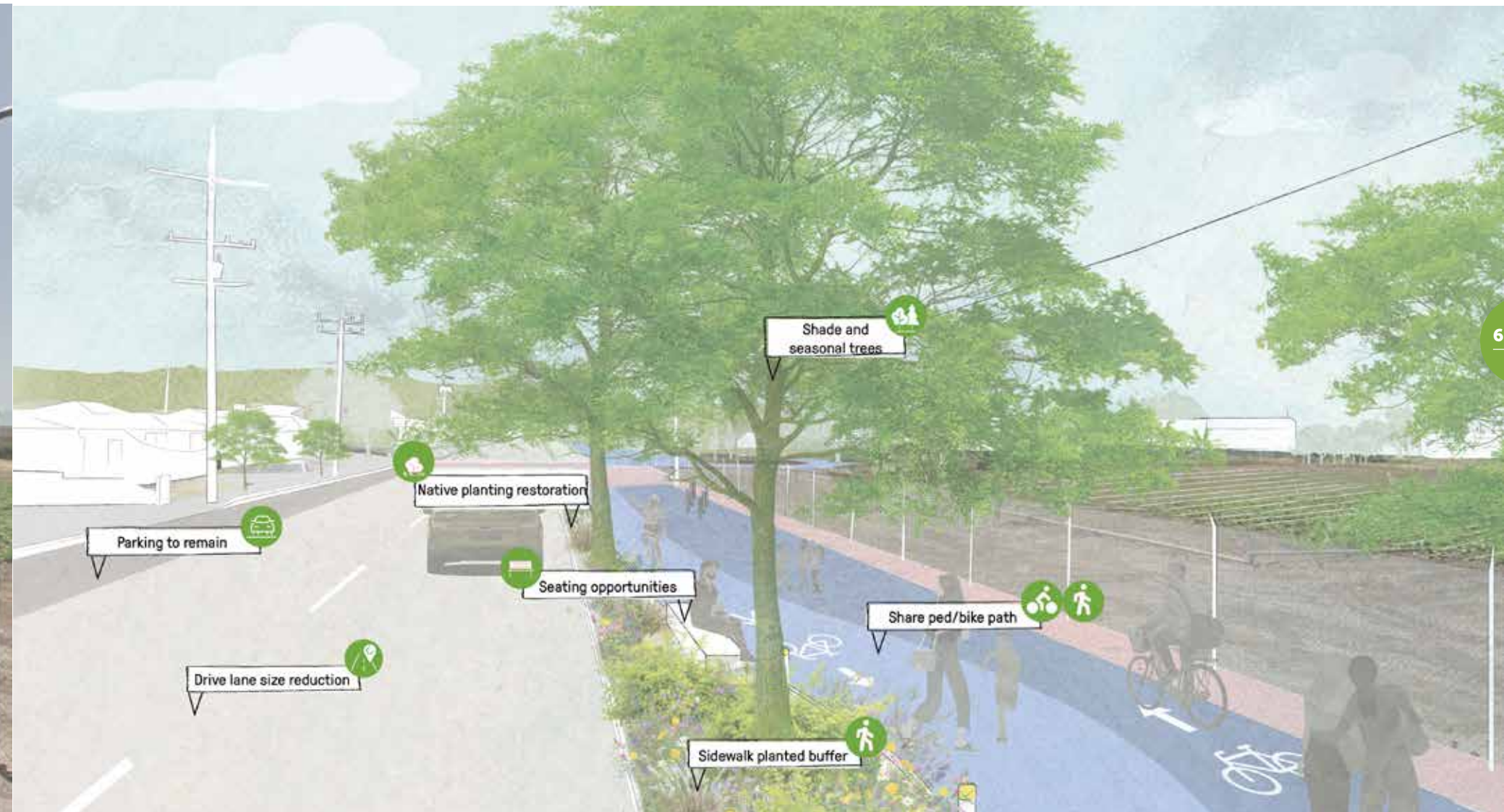
**FIGURE 2.27** EAST ALISAL STREET MULTI-USE PATH - FOCUS AREA OPPORTUNITIES

Opportunities within the existing condition include wide travel lanes and a substantial shoulder.



**FIGURE 2.28** EAST ALISAL STREET MULTI-USE PATH - FOCUS AREA ACTIONS

Actions within the public realm could include the addition of street trees, and the creation of a multi-use path.



### 2.5.3. TOOLKITS

Material and product selection within the Green Braid zone should be reflective of the more natural focus and environment. Even where Green Braid paths cross the urban fabric of the Alisal, an emphasis on natural materials can reinforce the community's connection to their natural environment.

Low carbon and local material selection should be emphasized whenever possible. A light touch is recommended, with minimal disruption to soil and slope stability. Particularly within the waterways of Alisal, all improvements should also be cognizant of any potential negative impacts to the natural systems.

To encourage the community to engage with these natural spaces more, amenities and signage will also be critical to improve the safety and visibility of these areas.



Concrete or asphalt paths and trails would be typical. (Photo by: Gettysburg Daily)



Shade and seating amenities along multi-use path. (Photo by: Three Rivers Park District)



Gabion retaining and seat wall with integrated bench. (Photo by: SWA)



Interpretative signage along trail. (Photo by: Heine Jones)



Caltrans standard cobra head for vehicular lighting. (Photo by: SWA)



Stabilized ADA compliant permeable paving preferred where feasible. (Photo by: Landscape Discount)



Buffered condition where bike path is located along corridor. (Photo by: Cherie Walkowiak)



Durable wood seating, ex. 'Rough & Ready Drifter Structure' by Streetlife. (Photo by: SWA)



Botanical markers can also educate users about native ecology. (Photo by: SWA)



Bollard lighting options are appropriate along trails. (Photo by: Michael Quinn)

#### PEDESTRIAN PAVING, TRAILS

The majority of pedestrian paving areas within the Green Braid would be trails and multi-use paths with some larger hardscape areas within public parks. Typical trail sections and materials are recommended for ease of maintenance. But where possible in more natural areas, permeable paving should be considered.

#### MULTI-USE PATHS

Where multi-use paths are installed within the Green Braid, basic amenities are recommended to ensure safe use, and planted buffers from vehicular traffic should be implemented. Multi-use path system amenities could include benches, bike racks, water stations, trash receptacles, lighting, signage, and shade structures.

#### INTERACTIVE SEATING

The community was very supportive of more unique, interactive furnishing within the Green Braid zone. Natural materials are recommended to fit into the environment, and further support the connection between people and nature. These should include wood and natural stone if possible, and be configured to encourage people to linger in the natural environment.

#### INTERPRETIVE SIGNAGE

The spaces within the Green Braid present an important opportunity for environmental education. Increased informational signage should be considered to inform users about the natural systems in the Alisal, and the efforts underway to restore them.

#### LIGHTING

Vehicular cobra head lighting will remain on the Alisal corridors, however the poles themselves could be painted to highlight the district graphic identity colors. Where trails and paths go through more natural areas, bollards are recommended. Solar powered fixtures could be considered where there isn't electrical infrastructure.

The concept of the Green Braid aims to further restore the ecological systems of the Alisal, and encourage the community to engage more directly with their natural environment.

The plant species selection\* should therefore be composed of native specimens, particularly those that support the critical watershed ecosystems. Native plants also play an important role in the creation of important habitat within an otherwise urban environment.

While maintenance is always an important consideration, this zone presents an opportunity for more biodiverse plantings than a typical streetscape. This too will promote a rich, high-functioning ecosystem within the Alisal district.

\* Proposed landscape planting selections should be compatible with Salinas (Sunset Western Garden Climate Zone 15). The landscaping and irrigation also need to be compatible with Zoning Code requirements (Division 4. Landscaping and Irrigation).



Example: Creeping Wild Rye (*Elymus triticoides*) (Photo by: Jim Morefield)



Example: Berkeley Sedge (*Carex divulsa*) (Photo by: El Nativo Growers, Inc.)



Example: Cape Rush (*Chondropetalum tectorum*) (Photo by: Vertgrow Landscaping)



Example: White Yarrow (*Achillea millefolium*) (Photo by: The Watershed Nursery)



Example: Dwarf Coyotebrush (*Baccharis pilularis* 'Pigeon Point') (Photo by: Oregon State University)



Example: Douglas Iris (*Iris douglasiana*) (Photo by: Vira Natura)



Example: Sea Lavender (*Limonium platyphyllum*) (Photo by: Normans/Jacobs)



Example: California Fuschia (*Epilobium canum*) (Photo by: Lana Shulga)

**RIPARIAN RESTORATION**

Planting within riparian corridors should follow the restoration efforts already underway. Creeks of Salinas and others can be engaged as partners, to share lessons learned and recommendations.

Within the riparian zone, selection of native plants help to stabilize and support banks along restored waterways.

**BIORETENTION**

In addition to waterway restoration, bioretention planters within the Green Braid and throughout the Alisal district are also critically important to stormwater runoff management. Plant species for these areas should be selected for their hardiness and ability to withstand inundation. All plants should meet any local stormwater design compliance requirements as well.

**CALIFORNIA NATIVES**

With all planting within the Green Braid, California natives should be prioritized. Plant species that are adapted, or will be more adapted to the future climate may also be good to consider. Known invasive species must be avoided.

**FIGURE 2.29** SELECTION OF RECOMMENDED PLANT SPECIES FOR THE GREEN BRAID IDENTITY ZONE

- White Yarrow (*Achillea millefolium*)
- Dwarf Coyotebrush (*Baccharis pilularis* 'Pigeon Point')
- Blue Grama (*Bouteloua gracilis*)
- Berkeley Sedge (*Carex divulsa*)
- Cape Rush (*Chondropetalum tectorum*)
- Elegant Clarkia (*Clarkia unguiculata*)
- California Aster (*Corethrogyne filaginifolia*)
- Sticky Monkey-Flower (*Diplacus aurantiacus*)
- Blue Wildrye (*Elymus glaucus*)
- Creeping Wild Rye (*Elymus triticoides*)
- California Fuschia (*Epilobium canum*)
- California Fescue (*Festuca californica*)
- Blue Oat Grass (*Helictotrichon sempervirens*)
- Douglas Iris (*Iris douglasiana*)
- Sea Lavender (*Limonium platyphyllum*)
- Coyote Mint (*Monardella villosa*)
- California Goldenrod (*Solidago velutina* ssp. *californica*)

**FIGURE 2.30**  
MAPPING OF STREET TREE NETWORK

Overlaid on the street network of the Alisal district, street trees can define hierarchy and connections.

-  : LOCAL STREETS / COLLECTORS
-  : CORRIDORS (ARTERIALS)
-  : PRIMARY GATEWAYS
-  : SECONDARY GATEWAYS
-  : INTERSECTIONS



**2.6. STREET TREE NETWORK**

Street trees are integral to an activated, comfortable, and dynamic public realm:

- Trees contribute to place identity through a unique form, or characteristic trait.
- Trees provide shade and reduce the impacts of the urban heat island effect.
- Trees buffer pedestrian spaces and storefronts from vehicular corridors.
- Trees provide visual relief, and encourage slower driving speeds through the district.
- Trees express seasonality with their flowering and changing leaf colors.
- Trees improve the overall air quality and community health.

While, the three district identity zones each contain distinctive characteristics and priorities, the street tree network is the connective fabric that extends across the entire Alisal district.

Within a given zone or corridor, street trees are recommended based on the specific function required by different streetscape typologies. These are to be further refined by the Alisal District Streetscape Master Plan, however these recommendations shall form the basis of that effort.

Concurrent to this project, the city of Salinas has conducted an Urban Forest Management Plan effort. This report, prepared by Dudek, analyzes the benefits of trees in an urban environment, the status of the City’s urban forest, and future risks as a result of the changing climate. The report includes important management and policy considerations as well as a list of recommended species for the expansion of the urban forest in Salinas.

All of the selected species recommended for the Alisal district are consistent with the Urban Forest Management Plan findings.

**FIGURE 2.31** SELECTION OF RECOMMENDED TREE SPECIES FOR THE STREET TREE NETWORK

- California Buckeye (*Aesculus californica*)
- California Alder (*Alnus rhombifolia*)
- Marina Strawberry Tree (*Arbutus ‘Marina’*)
- Golden Medallion (*Cassia leptophylla*)
- Western Redbud (*Cercis occidentalis*)
- Desert Willow (*Chilopsis linearis*)
- Jacaranda (*Jacaranda mimosifolia*)
- Crape Myrtle (*Lagerstroemia ‘Muskogee’*)
- New Zealand Christmas Tree (*Metrosideros excelsus*)
- Torrey Pine (*Pinus torreyana*)
- Red Push Pistache (*Pistacia chinensis ‘Red Push’*)
- Mexican Sycamore (*Platanus mexicana*)
- Coast Live Oak (*Quercus agrifolia*)
- Engelman Oak (*Quercus engelmannii*)
- Cork Oak (*Quercus suber*)
- Elderberry (*Sambucus racemosa*)
- Tipu (*Tipuana tipu*)
- Water Gum (*Tristaniaopsis laurina*)
- Emerald Sunshine Elm (*Ulmus davidiana var. japonica ‘Emerald Sunshine’*)



Example: Cork Oak (*Quercus suber*) (Photo on right by Pat Trimble, on left by: David Gress)



Example: Coast Live Oak (*Quercus agrifolia*) (Photo on right by Ron Denham, on left by Eric Hunt)



Example: Golden Medallion Tree (*Cassia leptophylla*) (Photo on right by SFMTA, on left by PTL Life)



Example: Chinese Pistache (*Pistacia chinensis* 'Red Push') (Phot on right by Water - Use it Wisely, on left by Planting Tree)



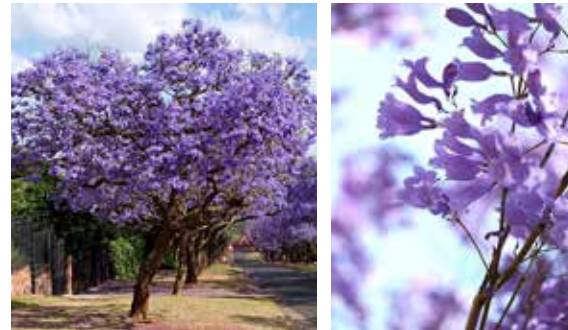
Example: California Buckeye (*Aesculus californica*) (Photo on right by Garden in the Hills, on left by Eugene Zelenko)



Example: California Alder (*Alnus rhombifolia*) (Photo on right by Palm Bob, top left by Evgeniya, bottom left by Vista Concept)



Example: Mexican Sycamore (*Platanus mexicana*) (Photo on right by Laura Le, left by Reddit/Perdita)



Example: Jacaranda (*Jacaranda mimosifolia*) (Photo on right by Fast Growing Trees, on left by Miwa)



Example: Marina Strawberry Tree (*Arbutus* 'Marina') (Photo on right by Robert Perry, on left by Caragh Nurseries)



Example: Emerald Sunshine Elm (*Ulmus davidiana* var. japonica 'Emerald Sunshine') (Photos by Urban Forest Nursery)



Example: Western Redbud (*Cercis occidentalis*) (Photos by Arbor Day Foundation)



Example: Elderberry (*Sambucus racemosa*) (Photo on right by Josh Williams, on left by El Nativo Growers, Inc.)

### CANOPY TREES

Along the length of a given corridor, street trees should be selected to maximize canopy size for shading the sidewalk. Utilities and spatial constraints will further influence the selection, but fast growth, compatibility with sidewalk infrastructure, and durability are the most important traits. These trees will be the backbone of the network, and should represent a healthy diversity of species.

### GATEWAYS

Trees with strong identity and an iconic form should be planted at gateways and other key intersections.

These could include specimen native oaks or pines, and flowering trees, which require more space to express their full form. At these locations, larger box sizes could be considered for day one impact.

### FLOWERING

Smaller flowering trees should also be considered throughout neighborhoods, and in other streetscape locations where space could be more limited.

These species create visual interest throughout the district and express seasonality.

### FALL COLOR

The community expressed a strong preference for street trees with fall color as the most vivid expression of seasonality.

These deciduous trees can also be planted along the lengths of key corridors, as they too will provide shade during the hottest months. Additionally, they could effectively define a specific zone within the district.

### TRAILS

Trail systems and multi-use paths through Alisal's natural corridors should emphasize native tree species to the extent possible. Many California native trees are better suited to this type of environment than a conventional street tree setting, and therefore will be more likely to thrive.

### RIPARIAN

Similarly, riparian conditions should be planted with tree species that would be naturally occurring in a waterway setting.

The Alisal itself is named after the groves of alders that once occupied the landscape. Replanting of these trees provides the opportunity to tell that story.



# Storefront Design Guidelines

# 3

*The storefronts along commercial corridors are a significant part of the district's identity. These privately owned and operated businesses are a well-used asset to the greater community and a core element of the Alisal's identity.*

## 3.1 STOREFRONT DESIGN GUIDELINES FOR ALISAL BUSINESSES.

Alisal Vibrancy Plan's Goal ED 1.2 is to establish tailored design guidelines to improve the appearance, create district identity, and increase safety.

Design guidelines are a critical planning and urban design tool that regulates storefront appearance, building colors and materials, window treatments, security measures, landscaping, and signage.

Implementing enhanced design guidelines for Alisal's major corridors will strengthen the overall appearance and character of the district. The design guidelines provided in this chapter encouraging renovations and new construction that strengthens the spirit and aesthetic of the Alisal. These design guidelines focus on the design of retail environments in the commercial corridor and have been crafted with the input of property owners, merchants, and community stakeholders to ensure their feasibility.

*Opposite page: A collection of existing storefronts in the Alisal neighborhood. Storefronts are a big part of the district's identity and visitor's experience. (Photos by Urban Field)*

The Alisal Vibrancy Plan (AVP) identified goals, policies to improve the appearance and cleanliness of Alisal corridors. Funding has been granted to re-establish the façade improvement program that incentivizes property owners and merchants to improve their storefronts.

BEFORE



AFTER



An example of Façade improvements that can achieve through painting and signage enhancements. (Photos by the City of Santa Cruz Economic Development Office)

The collection of storefronts in the Alisal exhibit a range of architectural expression that make it hard to identify as a cohesive place. Yet it is a unique place with its own character that should allow for personalization in creating authentic character.

Small businesses along the business corridors of the Alisal are encouraged to individually improve the appearance and cleanliness of the corridors through upgrades to their storefronts. To help with that, the City of Salinas is implementing a Façade Improvement Program to incentivize owners and merchants to invest in property maintenance and improvements.

### 3.2 FAÇADE IMPROVEMENT PROGRAM

The Façade Improvement Program assists small business with funding to improve the appearance and functionality of storefronts along major corridors in the Alisal. The program funding has the potential to be a catalytic investment in the neighborhood and increase foot traffic in the business corridors. The program would help improve the perception of Alisal's business corridors and revitalize the district with simple improvements like paint and signage.

The first half of this chapter introduces the Façade Improvement Program, and the second half of this chapter provides Storefront Design Guidelines, applicable to all businesses, regardless of participation in the Façade Improvement Program.

#### Inspiration

Prior to California's elimination of redevelopment agencies, the City funded a successful façade program (Jazz Up). Using this program, several Alisal businesses benefited from fresh paint, new signage, and better lighting. Unfortunately, without the City's redevelopment agency, funding for the façade improvement program ceased.

The City and community based business associations should work together with businesses and property owners, financial institutions and foundations to secure new funding including loans and grants to re-establish a façade improvement program.

To develop this new program, staff researched the former Salinas Redevelopment Agency Façade Improvement Program and other jurisdictions to identify best practices and successful program models. Cities researched included Gilroy, Escondido, Santa Cruz, and Long Beach. Staff worked with representatives from Grow America (formerly the National Development Council) and vetted program concepts with

the Salinas United Business Association (SUBA) and with the Small Business and Economic Recovery Task Force, which includes representatives from SUBA, Salinas Chamber of Commerce, Central Coast Small Business Development Center, El Pajáro CDC, Salinas City Center Improvement Association and small business owners.

#### 3.2.1. FAÇADE IMPROVEMENT PROGRAM OBJECTIVE

The objective of the façade improvement program is to improve the perception of the Alisal commercial corridors, encouraging the retention of existing businesses, increasing property values, tenant stability, and lease rates for commercial properties. The investment in storefronts has a transformative impact on the appearance, economic vitality, and community pride of a neighborhood or commercial district.

The purpose of creating storefront design guidelines is to bring consistency to the Alisal business districts and elevate the identity and attractiveness of neighborhood as a shopping destination.

Design can also improve the appearance of each individual storefront, the customer experience for each business, and the durability of the building.

Storefront design guidelines focus on cultural expression and customer experience with signage, color, exterior walls, windows, security, shade, lighting, and outdoor spaces.

#### Neighborhood/Cultural Authenticity vs. Generic Design

The aesthetics of local, small businesses are a critical part of the Alisal district's identity. The Alisal is a unique place with cultural significance in the community's daily life. Each business contributes to the cultural expression of the Alisal with the goods that are serve the cultures of the neighborhood, the names of family members on the signage, and with design that attracts the local market.

However, the appearance of storefronts on the corridor seem to have inconsistency with each other and with the greater City of Salinas. Small businesses typically adapt older buildings to new uses and big businesses apply their standard design without any flourishes. The experience of the business district as a whole from a visitors perspective is that it is both eclectic amongst the smaller businesses and plain for the bigger businesses.

Yet, the desire for more consistency does not mean that design of storefronts

should be regulated to look the same. Buildings should stand out from each other otherwise they begin to look generic and indistinguishable from other places.

The design guidelines in this chapter were written with the intension to strike a balance between encouraging authenticity and allowing authentic expression to thrive, and providing a baseline for consistency with the ability to design with personalization.

The enhancement of storefronts is an opportunity to express the unique character of the neighborhood and invite a positive impression.

### 3.2.2. FAÇADE IMPROVEMENT PROGRAM GOALS

#### DISTRICT IDENTITY GOALS

The goals for the façade improvement program are to strengthen the perceived identity of the neighborhood by:

- **Strengthening Authentic Character:** Improvements should allow individuality and cultural expression that genuinely reflects the tenants and the neighborhood identity. It is important that the unique, authentic, non-generic character of the Alisal is retained and enhanced. Design guidelines presented in this chapter provide flexibility for expression.
- **Making Community Pride more Visible:** A well-maintained and aesthetically pleasing environment can instill a sense of pride among residents. Community members are more likely to engage in the upkeep of their surroundings when they see positive changes occurring.
- **Enhancing Aesthetics:** One of the primary goals is to improve the visual appeal of buildings. This can involve repairs, repainting, and architectural enhancements that contribute to a more attractive streetscape. Many of the buildings are aging and investment in Façade improvements are an opportunity to express district identity.

#### BUSINESS IMPROVEMENT GOALS

There are also business improvement goals for the façade improvement program, including:

- **Stimulating Economic Development:** A well-maintained and visually appealing commercial district can attract more customers and businesses. As a result, a façade improvement program can stimulate economic development by making the area more desirable for investment and commerce.
- **Increasing Business Attraction and Retention:** A visually appealing storefront can attract customers and help businesses thrive. Façade improvements can contribute to the retention of existing businesses and attract new ones.
- **Increase in Property Values:** The improvement of building Façades can contribute to an overall increase in property values in a community. This is beneficial for property owners and can lead to a positive economic impact for the entire neighborhood.

#### SAFETY GOALS

The façade improvement program can also address more practical matters, such as:

- **Public Safety:** Improving the visibility and condition of building façades can contribute to public safety by creating well-lit and well-maintained spaces. This can deter criminal activity and enhance the overall sense of security.
- **Compliance with Codes and Standards:** Façade improvement programs are an opportunity for building owners to bring their properties into compliance with current building codes and safety standards. Minor improvements can be made without more extensive compliance, though the scope of improvement should include necessary safety requirements.
- **Equity:** The goal is to make the program as accessible to all businesses in need as possible.

### 3.2.3. FAÇADE IMPROVEMENT PROGRAM ADMINISTRATION

The Community Development Department is charged with administering the façade improvement program. Staff will advertise the program, collect applications, announce awards, and track selected winners.

#### Applicable Business Corridors

The Façade Improvement Program will provide financial assistance for enhancing the physical appearance of storefronts along the corridors within the Alisal along E. Alisal Street, E. Market Street, and Sanborn Road. The collective improvement of these business corridors will improve the economic vitality of area.

#### Applicable Retail Types

Storefront design guidelines were written primarily for small shops on the major retail corridors of the Alisal, but can also apply to franchised businesses of larger corporations (e.g. CVS, Mi Pueblo, La Princesa, Food Co, Starbucks, and Bank of America).

#### Façade Improvement Funds

The Façade Improvement Pilot program will provide design assistance grants and interest free forgivable loans for storefront improvement projects. Design Assistance Grants and Forgivable Loans are limited to one of each per business/property

owner. Façade improvement funds will be awarded on a first come, first served basis for qualifying projects. Continuation of the program is subject to sufficient funding as appropriated by the Salinas City Council.

#### ELIGIBLE IMPROVEMENTS








Program funds are reserved for the improvement of building exteriors rather than simple routine maintenance. Grant proceeds must be used for labor and materials directly related to the façade improvements. The types of improvements that will be considered for the program include:

- Removal of gates, bars, or metal covering windows.
- Anti-graffiti window coating
- Security lighting
- Exterior mandatory Title 24 energy upgrades
- Exterior painting
- Exterior wall repair (including siding, new elements, and architectural details)
- Signage removal, repair, or replacement
- Repair, replacement, or installation of awnings, windows, doors
- Installation of new entry doors that meet ADA accessibility requirements
- Installation of display windows

#### INELIGIBLE IMPROVEMENTS

- Tools may not be purchased with grant funds, but tool rental is allowable.
- Improvements to the streetscape in front of businesses are ineligible because there is a separate streetscape improvement project underway for the major corridors in the Alisal. (While it is not covered in the façade improvement program, adding permanent landscaping, street trees, and outdoor dining is encouraged where appropriate.)
- Public art/ Murals are ineligible because they involve a separate process and potentially other funding. (While it is not covered in the façade improvement program, adding public art and murals is encouraged where appropriate.)
- Vacant lot improvements are ineligible for the façade improvement program.
- Parking lot improvements are ineligible for the façade improvement program.

FIGURE 3.1: STOREFRONT IMPROVEMENTS PROGRAM TABLE

							
	Signs & Awnings	Exterior Painting	Exterior Windows and Doors	ADA Related Improvements	Sidewalk Outdoor Dining	Landscaping	Murals
Relative Cost	\$	\$	\$\$\$	\$\$\$	\$\$	\$	\$
Included in Façade Improvement Program?	✓	✓	✓	✓	Encouraged but not eligible	Encouraged but not eligible	✓
Notes about Existing Applicable Standards	See Sign Ordinance Standards (Sec. 37-50.530)	Standards for exterior building color apply to building exterior, roof and awnings	Energy, transparency, and accessibility standards apply	Accessibility requirements that apply	Currently only part of the pilot program in Downtown	Must be coordinated with future Streetscape Design Standards	See Public Art Ordinance Standards (Sec. 5-01.)
Permits Required	Sign Permit Master Sign Plan (for multiple signs)	No Permit Required	Site Plan Review	Building Permit	Outdoor Dining Permit Sidewalk Encroachment Permit Maintenance Plan and Agreement	Site Plan Review and Permit	Site Plan Review Maintenance Plan and Agreement



The process for obtaining a façade improvement grant has been streamlined to make it more accessible.

## PROCESS OF OBTAINING A GRANT OR LOAN



Interested applicants should contact City staff to set up an Informational Meeting about façade improvement grants and loans. (These meetings can occur after typical business hours, if requested).



If there is a desire to move forward, the applicant can hire a local designer with a Design Assistance Grant to help complete an application for a Façade Improvement Loan.



City Staff reviews the applications with the business owner, discuss the scope of work, determine timeline and review the remaining process for the loan.



Funds will be reserved upon approval of a completed application, including scope of work and timeline. At that time an agreement will be signed between the applicant and City to reserve the funds and make a match.



After Planning Approval and Building Permit Approval are completed, half the funds can be awarded so that the work can begin.



After the work is completed, receipts for the remaining amount need to be submitted to receive the grant funds in full.

### 3.2.4. PILOT PROGRAM

The Façade Improvement Program will be piloted as a test for the implementation of the full program. This is an opportunity for the City, property owners, and tenants to address known issues that were collected during outreach. Here are known issues that should be considered as the program continues to evolve:

- **It is hard for small businesses to keep their storefronts updated.** Small businesses owners spend most of their time keeping their businesses operating. However, the collective improvement of businesses along the corridor can make a big difference in attracting customers to the area.
- **There are financial challenges to making storefront improvements.** Neighborhood businesses generally operate on a tight margin, so it is a challenge to self-fund improvements and possibly a challenge to match loans. The evolution of the façade improvement program should consider the fiscal capacity of the community and should seek more funding when it is available or consider how to make loans available with a smaller requirement to match.
- **Coordination with landlords may be needed.** Tenant improvements take discussion and negotiation amongst the tenants and landlords. Where it is helpful, City Staff can help tenants coordinate with landlords.



*Each business contributes to the authentic cultural expression of the Alisal neighborhood. Currently, the collection of storefront design seems eclectic and inconsistent. A more coherent district identity can be achieved by following design guidelines in this chapter and standards in the zoning code when making storefront improvements. (Photo by Urban Field).*

- **The process of obtaining approval seems daunting.** Storefront improvement applicants may not have the experience to design solutions, solve the technical aspects to meet current building requirements, and navigate the permitting process. While staff in the Community Development Department can help clarify the current rules and requirements for business improvements, there is likely more assistance that is needed to complete an application for the grant and/or the necessary permits to make improvements.

### 3.2.5. DESIGN ASSISTANCE

There are many professionals in the community that can assist small businesses improve storefronts. Local architects, designers, color consultants, landscape designers, engineers, and contractors can help small business owners, landlords, and operators with the process. These professionals can help small businesses navigate the technical aspects of storefront improvements, improve the overall design (and incorporate district identity and cultural expression), help with the process of obtaining permits, and increase the chances of implementing changes.

## 3.3 SIGNAGE DESIGN GUIDELINES

### 3.3.1. SIGNAGE AND DISTRICT IDENTITY

Signs are a welcoming feature for visitors and represent a sense of pride for residents. Signage in the Alisal is highly diverse in shape and format, which is generally a good thing for district identity.

For small businesses, signage is an important design element that can be used to create a dramatic presence even when the building structure is simple or unadorned.

Signs contribute significantly to the visual identity of neighborhoods, often expressing social, political, cultural and economic values of the people who live and work there.

Signage is a direct message to visitors and locals alike about who is in the neighborhood. Signs often include family names, district names, and words in the languages of the community.

This is especially visible on hand painted signs, where signage can be a form of commercial art. Painted signs have distinctive, original fonts and artwork that add a human touch to the commercial environment.

### 3.3.2. EXISTING SIGNAGE DESIGN STANDARDS

The City of Salinas has existing signage design standards that apply to façade improvements.

- Sign Regulations can be found in Zoning Code Section 37-50.530. Regulations address the placement, size, materials, and messages on signage.
- Signage Sign Permits and Master Sign Plans are required. See the [Commercial Exterior Signs Checklist](#).
- Highlight: Window transparency requirements apply. (Typically a 25% maximum for covering windows with signage).

### 3.3.3. SIGNAGE DESIGN STANDARD AMENDMENTS

**This plan recommends potential amendments to signage standards to enhance district identity.**

- **Incorporate local culture into national chain signage.** Encourage franchisees of national chains to feature unique elements drawn from local examples in the neighborhood to highlight local cultural distinctiveness.
  - Encourage references to local culture, historic, and natural features.



*The variety of fonts, names, and languages on small businesses help create a sense of place and distinctively Alisal identity. (Photo by Urban Field)*



*Franchisees of chain businesses, which are a significant part of the business district, should also consider adding something unique to the standard corporate design to distinguish the identity of the Alisal district. (Photo by Taco Bell Corp.)*

- Encourage more Special Signs. Design signage that attracts people to take photos of it to show that they are in the Alisal.
- Allow for more signage types - like neon. Amend the sign ordinance to allow currently restricted signage types, like neon, to enhance all business districts.
- Creating a Design Review Path for Unique Signs. Consider allowing exceptions to the sign ordinance through a design review process for unique signage to be included.

### 3.3.4. INVESTMENT IN A LANDMARK SIGN

Currently, there are few landmark signs that acknowledge “East Salinas” or the “Alisal” as a the common name of business district. Imagine a postcard for the Alisal business district featuring a marquis sign that says “Alisal”.

For many other districts, this type of sign often a blade sign that is part of a theater or bowling alley, but it could be a part of any business. More landmark signs with the names of the district could help reinforce the identity of the district name. The City could potentially invest in new landmark signage through Public Art Funding.

### 3.3.5 GENERAL SIGNAGE DESIGN GUIDELINES

Signs should be architecturally integrated with their surroundings in terms of size, shape, color, texture, and lighting so that they are complementary to the overall design of the building and are not in visual competition with other signs in the area. The general guidelines for signage have to do with:

- Conveying sign messaging clearly and legibly
- Complementing signage with their surroundings
- Locating and designing signage so that it doesn't visually compete with others
- Designing signage to be weather resistant and durable

#### SIGNAGE MATERIALS

- Select signage materials that create a sense of uniqueness and quality.
- Hand painted signs are encouraged.
- Painted signage on windows following the maximum transparency requirements is allowable.
- Avoid vinyl signage. Replace vinyl signage where possible.
- Using cast or fabricated metal dimensional graphics for letters (individual standing letters) and logos are encouraged.



The lettering includes a simple set of colors that are complementary to the color of the building. (Photo by La Otra Taqueria Escuela, Los Angeles, CA)



This window signage leaves space around the edges and places text at the pedestrian eye-level. (Photo by La Otra Taqueria Escuela, Los Angeles, CA)



Individual standing letters are up lit in front of a textured exterior background to create a dramatic effect. (Photo by Jaime Navarro)



It is preferred that external lighting illuminates building signage, rather than internally lit dimensional signage. (Photo by Besito Mexican Restaurant, Huntingdon, NY).

#### SIGNAGE LEGIBILITY

Design signs for legibility:

- Use contrasting colors to the background that the signage is placed against.
- Tip: The use of a light colored letter against a dark background lends to it seeming larger. Light letters tend to come forward, where dark letters tend to recede.
- Create balance between text and graphics.
  - Leave space around the edges.
  - 30% to 40% of the sign should avoid text or graphics for legibility.
- Keep the border width and distance from the edge proportional to the size of the sign. Larger signs should have wider borders spaced further from the edge of the sign.

#### SIGNAGE COLORS

- Use a simple set of colors. It is recommended that 1-3 colors are highly effective for signage.
- Some colors are not complementary. Pay attention to how contrasting colors on the sign itself can impair legibility. Use the ADA guidance on colors as a reference.
- Design signage to complement exterior paint colors.



This metal sign includes cutout letters and internal lighting with LED lighting to save energy. (Photo by Gary Dollar).

#### SIGNAGE LIGHTING

- Use external or halo lighting to illuminate building signage and storefront signage in lieu of individually lit dimensional or channel letters.
- Be aware of glare on signage when illuminated. While light backgrounds on signage is visible, they can create glare when lit.
- With internally illuminated channel letters, use an LED type lighting source in lieu of fluorescent lighting.

FIGURE 3.2: SIGNAGE TYPES



**SIGNAGE VIEWING DISTANCE**

Design signage so it can be read from the street as a pedestrian and from a moving vehicle. These two experiences are addressed by these three types of signage.

- **Primary signage** refers to signage on the exterior of the building facing the street. Primary signs are those that are seen from the greatest distances, and often by cars traveling at higher speeds. Primary signage is typically viewed for a short length of time and must make a positive impact quickly.
- **Secondary signage** includes vertical blade signs that are aimed at the pedestrian. Pedestrian signs are viewed for a greater period time and can contribute to the customer experience. The quality of the sign fabrication can convey the quality of store products or experience being offered.
- **Permanent window graphics** are also aimed at the pedestrian. However, these are often accompanied by other non-permanent signs (fliers, product signs). The amount of window graphics is a standard that regulates visibility into the store and limits competing messages and sign graphics.

**PRIMARY SIGNAGE DESIGN GUIDELINES**

- Keep the sign content simple. Too much text is difficult to read from a car or at a distance. Use only a few words and focus on the business name and brand.
- Use building colors strategically to focus the customer’s attention on the signage and service. Use colors to draw the eye into the most important features.
- Distinctive fonts should be both creative and easy to read from a distance. Bold fonts against a simple backdrop are the most effective.

*ADA colors are chosen for color blind people to easily read. A high contrast is preferred.*



- Visibility of signs at night must compete with many light sources - focus attention on the letters in the sign name, avoid white light boxes that create glare for drivers
- Avoid visual clutter - give the business name visual space from other signs and façade elements that may compete for the customer’s attention.

**SECONDARY SIGNAGE DESIGN GUIDELINES**

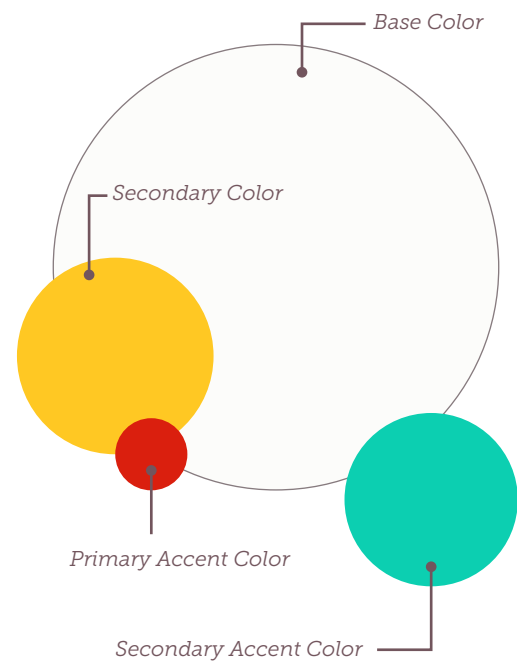
- Pedestrian signs are most effectively mounted perpendicular to the flow of foot traffic and below 12 feet in height.
- An 8-foot clearance should be preserved if the sign is mounted above a sidewalk.
- Pedestrian signs can be smaller - 12-18 inches in height to 24 inches in length.
- Window signs should reflect the fonts and colors used on the primary sign but can include additional detail such as services or specialties provided.
- Pedestrian signs should not obscure visibility into the store. Avoid putting up banners or advertisements over the storefront window.

- Avoid visual clutter - be selective about how many signs are used at the pedestrian level. It is better to attract customers into the store to view the products inside the store rather than out on the sidewalk.

**STOREFRONT TRANSPARENCY GUIDELINES**

- Window signs, whether temporary or permanent, shouldn’t take up more than 25% of the window area. This allows for transparency into the business.
- Clear the amount of signage to clarify the identity of the shop.
- Limit the number of signs, posters, fliers or other non-permanent messaging on a storefront.
- Put the best merchandise behind the window instead of temporary signage, posters, and fliers.

FIGURE 3.3: BUILDING COLORS



Use colors to focus attention on signage and architectural features such as trim, awnings, and building accents.

### 3.4 EXTERIOR COLOR GUIDELINES

#### 3.4.1. EXISTING EXTERIOR COLOR STANDARDS

The City of Salinas has existing exterior color standards that apply to façade improvements. They apply to the building exterior color, roof, awnings, and finer exterior details, such as roof flashing, rain gutters, downspouts, vents and other roof protrusions.

The predominant architecture along the corridors of the Alisal is typically minimal, but can be brought to life with color and decoration.

Existing Color Standards require subdued colors on the body of a structure with bright or bold colors generally limited to architectural details and window and door trim.

Existing Color standards discourage garish or overly bold colors. Colors shall have a compatible color scheme (including the roof color).

#### 3.4.2. COLOR COMBINATIONS

For storefront exteriors there are base colors and accent colors.

##### BASE COLORS

The base color should apply to the majority of the building. Using a neutral base allows accents and features to stand out. Choose a base color that has some neutrality to it.

- Allow the natural color of materials such as stone or brick to dominate the majority of façade surface as its base color
- The color does not have to be tan or beige.
- Neutral base colors are less prone to fading and can cover most of the building cost effectively.

##### ACCENT COLORS

Accent colors focus attention. However, if there are too many accent colors, or if colors are too strong or distracting, the view of the business can be overpowered by color.

- Complimentary vibrant colors can be used on architectural features such as trim, awnings, and building accents.
- Consider contrasting light and dark tones of a similar color family
- Reserve vibrant colors for use as an accent which can be more easily repainted on a frequent basis.
- Consider using the accent color scheme that coordinates with façade colors.

FIGURE 3.4: COLOR COMBINATIONS



**BOLD BASE COLORS**

Because colors are an important part of cultural expression, it is recommended that the requirements for exterior colors be amended to allow a wider variety of colors.

The expression of Mexican, Latinx, and Hispanic culture includes vibrant bright colors in contrast to subdued, earth tones, beige, and neutral tones.

A wider range of deeper and darker tones of base colors are commonly found as attractive contributions to successful commercial districts.

See the next page for some examples of bold base colors combinations with selected secondary colors that reflect the wider interpretation of color standards that allow for cultural expression.



The bright colors on this façade are an expression of culture. (Photo by Urban Field)



The dark background with bright pink font provide good contrast and clear legibility. (Photo by La Michoacana Purépecha).



Bright pinks, oranges, and yellows can be pleasing if used in a complimentary manner amongst neighbors. (Photo by Urban Field)



The decorative paint around the sign is effective in drawing the eye to it. (Photo by Lynn Trimble, Hyperallergic).

**FIGURE 3.5: BOLD BASE COLOR COMBINATIONS**

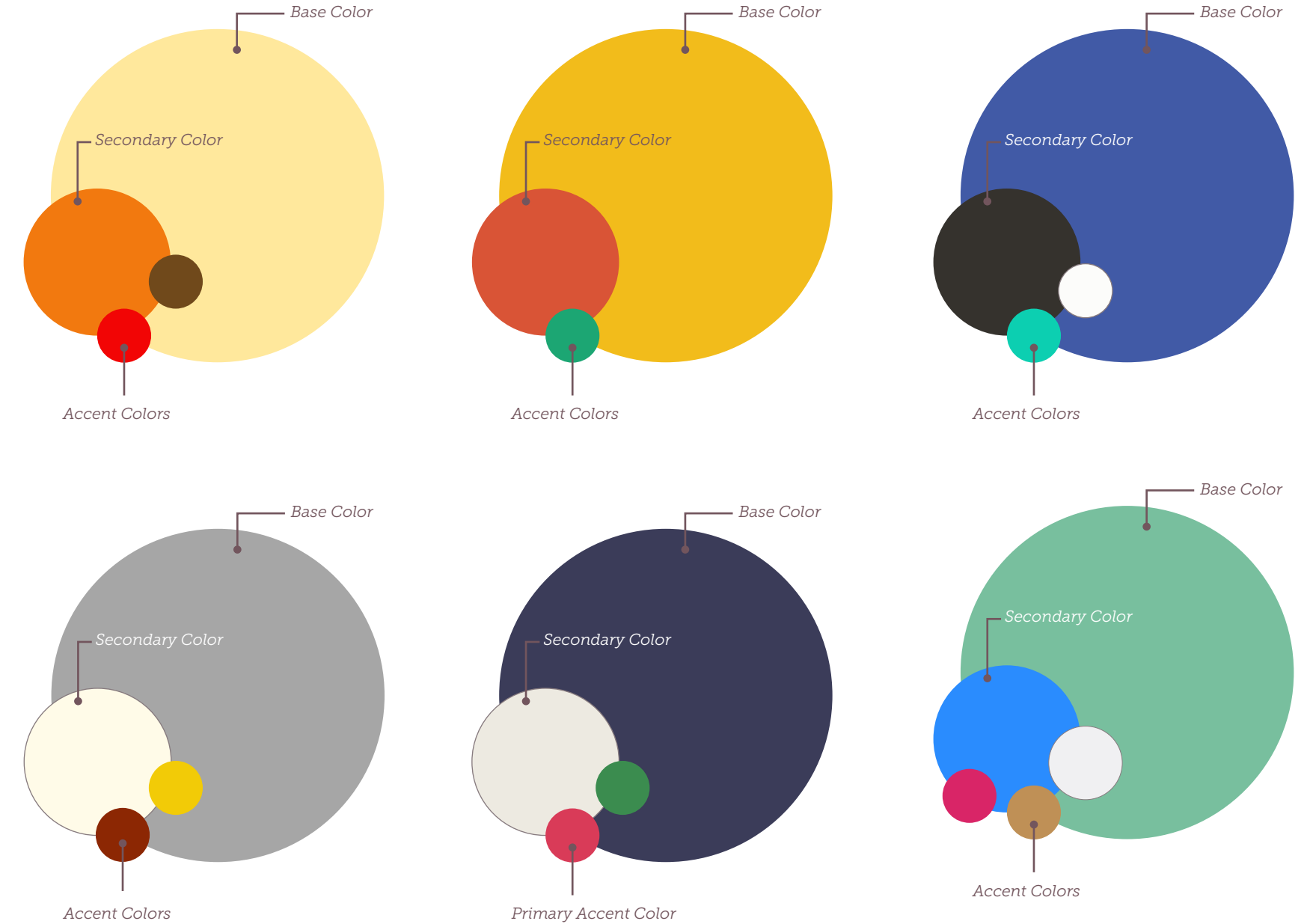
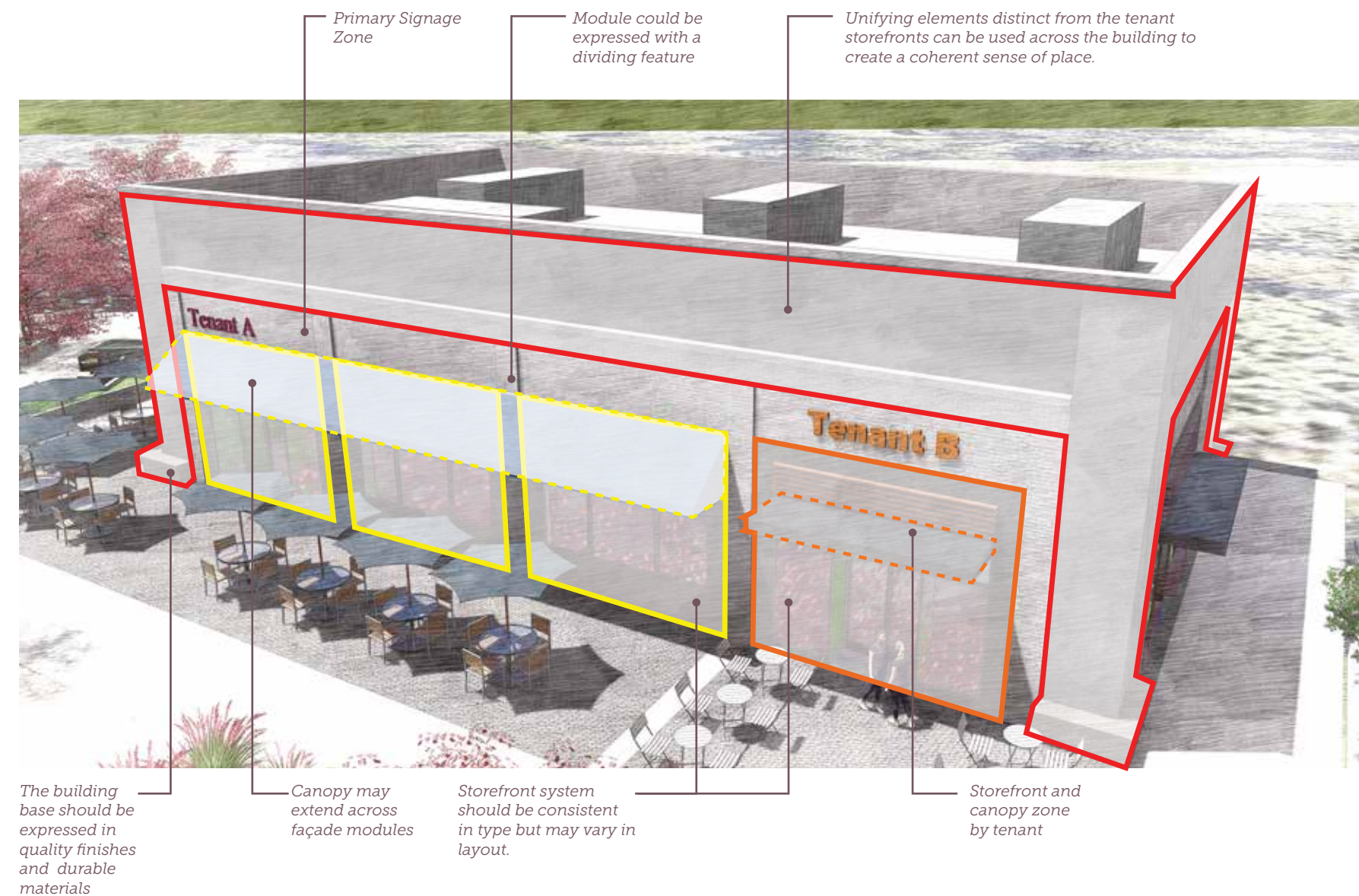


FIGURE 3.6: MULTI-TENANT BUILDING STOREFRONT DESIGN



### 3.5 STOREFRONT DESIGN GUIDELINES

#### 3.5.1. EXISTING STOREFRONT DESIGN STANDARDS

The City of Salinas has existing design standards that apply to façade improvements. See City codes for full details. For reference, here is a non-exhaustive list of applicable standards and permits:

- Lighting standards and types.
- Awnings and Canopies standards. A building permit is also needed for awnings and canopies.
- Standards and procedures for murals on private property that follow City Code Sec. 5-01. Public Art Program

#### Recommended Changes

- Reduce style-based design standards so that local businesses can more fully express their authenticity.
- Outdoor sidewalk dining standards (currently only applicable in the Downtown Salinas Area) for a Sidewalk Cafe Encroachment Permit should be allowed citywide and modified to accommodate a wider range of sidewalk types.

#### 3.5.2. STOREFRONT DESIGN GUIDELINES BETWEEN ADJACENT STOREFRONTS

- Create consistency with signage types, landscaping, and base colors.
- Between storefronts of different businesses, encourage variation in treatment of storefront design through architectural details and materials to differentiate buildings from one another and create variety.
- Consider the design of neighboring buildings, not to emulate, but to compliment color and materials of other buildings within the same block..
- Use neutral colors for the non-tenant surfaces of multi-tenant buildings to allow tenants to use vibrant colors to draw attention to individual shops.
- Use separated canopies to maintain individual tenant identities.
- Enhance the difference between tenants by allowing differentiated secondary colors that compliment primary colors for each tenant in multi-tenant buildings.



The outdoor seating, trellis, and landscaping provide a unique feature on a busy intersection. (Mi Casa Grill, El Cerrito, CA, photo by Urban Field).

#### 3.5.3. DESIGN STOREFRONTS WITH UNIQUE FEATURES AT INTERSECTIONS

- Encourage the design of special features on business exteriors at major intersections with public art, a blade sign, unique landscaping, outdoor seating, or a taller architectural feature to serve as a landmark at the intersection.

### 3.5.4. DESIGN FOR PEDESTRIANS

- Support a pedestrian-friendly environment with windows and landscaping that faces the sidewalk.
- Design façades facing the major and residential streets to be inviting and conducive to pedestrian activity.
- Use clear or spectrally selective glazing such as Low-E glass so that customers can easily see into the store.
- Provide comfortable and safe pathways for pedestrians. Keep entryways, sidewalks, exterior walls and public rights-of-way clear of for-sale items. These items present safety hazards.
- Consider providing customer amenities, such as outdoor seating in the form of benches, chairs and tables
- Consider installing simple canvas awnings with a valance face not to exceed ten (10) inches over windows and entries.
- Do not conceal building features such as pilasters/transom windows with awnings/canopies.
- Consider using planters instead of fences.
- Fencing the front of the storefront is highly discouraged.
- If needed, use decorative fencing or a short seat wall that is less than 3 feet high with a landscaped buffer.

### 3.5.5. MINIMIZE THE APPEARANCE OF SECURITY

- Use window security films instead of security bars, and remove security bars where possible. Security bars are a sign of defense, and invite the perception of crime. Window security films are affordable and are engineered to be tear resistant and strengthen glass to prevent break-ins without being visible.
- When necessary for security, use roll-down grille type in lieu of roll-down door. Open slat-type roll-down grilles are more transparent than opaque grilles.
- Locate the horizontal and vertical grille tracks to fit within the storefront opening, and without protruding beyond the surface of the wall.
- Locate building entrances so they are accessible to the largest number of pedestrians
- Design building storefronts to allow for transparency between the inside and the outside and minimize the presence of blind corners.
- Orient façade detailing and highest quality materials closest to the customer's pathway.



Minimize the visibility of security by using window security film and lighting. (Photo by nj\_datenight on Instagram)

- Incorporate display window lighting and lighter interior colors to illuminate storefronts at night and to enhance natural lighting during the day.
- Use coordinated design to illuminate architectural features, entries, sidewalks, parking, signage and alleys.
- Choose materials that are resistant to wear along sidewalks and at the storefront entry.



These colorful planters and plants add an attractive feature for pedestrians and serve to beautify the front of a small business with plants at this business in the Mission (photo by Xueer lu and Kelly Waldron of Mission Local).

### 3.5.6. ADD/MAINTAIN STOREFRONT LANDSCAPING

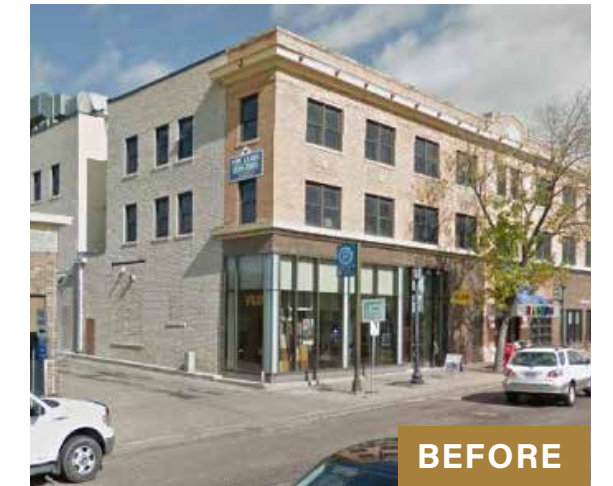
- Install permanent landscaping and irrigation systems for any new landscaping.
- Maintain existing landscaping.
- Remove tired landscape elements.

### 3.5.7. TREATMENT OF FAÇADES FACING ADJACENT NEIGHBORHOODS

- Treat building façades facing residential streets and parking lots with architectural detail and emphasis similar to façades facing major streets.
- Where the parking areas are located across a public alley, treat the entire building façade facing the alley with the similar architectural details and emphasis found in the main street building façade.
- Where off-street parking occurs, adequate complementary lighting should be provided.

### 3.5.8. TREATMENT OF FAÇADES FACING SIDE STREETS

- Improve the appearance of blank walls on the sides of buildings by wrapping architectural details from the front façade around the corner, adding murals, or vertical landscaping.
- Organize non-architectural building elements such as mechanical louvers and ventilation grilles to fit within the overall building design and away from the front façade as much as possible.
- Locate satellite dishes, antennas, and mechanical structures in the rear roof spaces away from public view.
- Screen trash areas with an enclosure or permanent landscaping.



Improve the appearance of blank walls on side streets with murals, like this example from the Lake Street Council's Building Improvement Grant Program, Minneapolis, MN.



# District Graphic Identity

# 4

*Neighborhood brands have been used by districts all over the world to describe themselves and distinguish their identity from others in the area. The process unearths the essence of a place, which is often multi-layered.*

The purpose of creating a district graphic identity is to help communicate the unique qualities and strengths of a community to the rest of the world. While effective district identities create external awareness, they still need to be authentic and inclusive to have meaning. Sometimes a neighborhood brand is hard to distill into one thing. For that reason the community identity needs to have some structure but be allowed to evolve. This chapter documents a community exercise in choosing a district graphic identity and a framework for implementing and evolving it.

## 4.1. WHAT IS GRAPHIC IDENTITY?

A graphic identity system typically includes a logo, a family of colors, fonts, and sometimes repetitive elements such as patterns that can be applied to add another layer of specificity.

This system can be applied to a wide range of places in the public streetscape—on buildings, on bridges, on utility boxes, as signs, as part of installations, and on street banners. It should be applied in a consistent manner within the district to make it clear that you are in “The Alisal.”

*Opposite Page: This is an example mock-up of posters for the application of one of three concepts developed as a pilot for the Alisal District Graphic Identity. When effectively applied, the use of a graphic identity helps to strengthen the visibility of a place to the community outside the area, and reflect a sense of pride to those within it.*

## 4.2. GRAPHIC IDENTITY CONCEPTS

### 4.2.1. DESIGN INTENT BEHIND GRAPHIC IDENTITY CONCEPTS

The development of district graphic themes identified some of the core values from the Alisal Vibrancy Plan (AVP). Specifically, the Vision Salinas Core Value of “an inclusive, diverse, and welcoming city where all people can thrive”.

The core values are important, and also somewhat abstract. It was understood that there were many things that the community values and many different stories to highlight from the past while not excluding visions for the future. The graphic identity options proposed were designed to frame community artwork, quotes, and images that are representative of community expression.

The intention behind each of the options was to create a “platform” or “vessel” to incorporate multiple narratives and visibly elevate community pride, while also providing some consistent elements to tie the graphic identity together.

### 4.2.2. GRAPHIC IDENTITY CONTENT

With a framework set, the next step will be to continually consider what the community contributes to make it their own. The definition of Alisal is not fixed, and there are multiple opportunities for people in the community to define it.

- Past: There are a lot of different cultures that have been part of Alisal’s past. The history of the Alisal area includes Indigenous Ohlone Costanoan Esselen, Filipino field laborers, Latinos, Braceros, Okies, Japanese flower growers, Chinese and Korean merchants, and people from multiple cultures. There are many stories that can inspire the district identity.
- Present: There is a thriving agricultural community in Alisal and great artists, important figures, and events that could be highlighted. References to the fields, greenery, surrounding mountains, and nature are also representative of Alisal as a setting and place.
- Future: Messages of hope and narratives about future aspirations can also fill the “frames” created by the Graphic Identity.

Most importantly, the graphic identity needs to reflect a sense of pride.

To be effective, and in recognition of the future iterations of district graphic identity, the following guidelines were identified:

- The colors should be bright and vibrant
- The colors should be distinctive from local high school colors.
- The font should be legible, unique, and distinct from other font logos.
- The text should be in English and Spanish.
- The internal graphics and ideas should be changed routinely.

### 4.2.3. DISTRICT LOGO CONCEPTS

#### Concept 1: Building Blocks

One block is just a block. Multiple blocks and you have structure, strength, and protection. Many blocks and you have a neighborhood, a community. The Alisal is a rich tapestry, woven together from the diverse people and vibrant cultures. The blocks, in all their various forms and combinations, symbolize these different facets of the community.

#### Concept 2: The Grove

“Alisal” doesn’t just mean “alder tree” in Spanish but a grove of them. A place where alder trees are abundant and grow together. Just like the thriving community of people in the Alisal. The logo represents a grove of trees as seen from above. The sunburst at its center speaks to the power and strength in numbers. In community. The “A” of “ALISAL” represents a tree/individual. These trees/individuals come together to form the “grove”—a symbol of strength, pride, natural beauty, and stability.

#### Concept 3: Facets

This option amplifies the wonderfully diverse and multi-dimensional layers—culture, history, ideas, and spirit—of the Alisal. A mosaic identity made of, for, and by the multifaceted community—specifically a monogram “A” that has a three-dimensional quality and reflects the many layers of the community’s personality and spirit.

FIGURE 4.1: DIGITAL LOGO CONCEPTS



**4.2.4. GRAPHIC IDENTITY APPLICATIONS**

The graphic identity can be applied to banners, as a gateway symbol, and designed as part of posters that share the quotes and stories of the community, photos of people, and art created by the community.

Graphic identity can also be integrated into posters, worn on t-shirts and hats, and made into stickers.

FIGURE 4.2: STREET BANNERS



Banners are a powerful way to identify the neighborhood and could include event-related information or feature local artists.

FIGURE 4.3: GATEWAY SIGNAGE



Signs at key neighborhood entry points could proudly identify the Alisal as a gateway symbol.

FIGURE 4.4: CONCEPT 1 - BUILDING BLOCKS



FIGURE 4.5: CONCEPT 2 - THE GROVE



FIGURE 4.6: CONCEPT 3 - FACETS



### 4.3 COMMUNITY SURVEY

In order to elicit what the community wanted, the project team created three concepts based on various elements of the Alisal's history and community to test ideas and gather feedback. The three options are shown on the opposite page. The graphic identity for the Alisal was vetted through a survey, in focus groups, and during a design workshop. The feedback mostly favored Option 1, but also included elements of option 2 and 3.

The results showed that Concept 1 resonated most with the community because of its multi-cultural appeal, "papel picado look," and lively colors. Concept 3 was also liked for its vibrant colors. Concept 2 appealed to those who liked the references to nature and simplified look.



The graphic design concepts for district identity were shared widely through an online survey, at the design workshop, and at numerous pop-ups. There were three options to choose from. The image above is from the design workshop (Photo: Urban Field).

**FIGURE 4.7: REFINED CONCEPT 1**

The refinement of Concept 1 is shown here as an initial neighborhood graphic. While this is the second iteration of the graphic, it is anticipated that the graphic may evolve over time.



### 4.4 GRAPHIC DESIGN PILOT PROJECT

To demonstrate this proof of concept, Concept 1 was developed further to respond to comments and applied to street banners and trash enclosures on major corridors in the Alisal.

It is important to note that graphic identity can evolve over time and that there are many opportunities for the community to contribute to the expression of the graphic identity.

Alisal Graphic Identity Standards were created on a website to provide guidance on how to apply the graphic identity by providing the elements of the Alisal brand (logo, color, pattern, typography) and standards on how to use those elements. The website allows users to download logo and pattern assets from the site directly.



Banners are a powerful way to identify the neighborhood and could feature local artists.



Trash receptacles are also highly visible at the pedestrian level and could include art and the graphic throughout the district.



A variety of colors on banners can bring color to the streetscape and create a sense of place.



Pilot project fabrication proofs (April 2024)



# Public Art for the Alisal

# 5

*Public art is a way for the Alisal community to express its values, culture, and identity. The stories that public art can tell highlight the history of the area, its people, and define its identity.*

## 5.1. CITY OF SALINAS PUBLIC ART POLICIES

The City of Salinas is a community with many local artists. The process for selecting public art is relatively young. Public Art in the City of Salinas is overseen by the Public Art Commission which was established soon after the City Council approved a Public Art Program Ordinance (Chapter 5, Article 1 Public Art Program) in 2017. A strategic plan for Public Art was adopted in 2020, which is known as the Salinas Public Art Master Plan (PAMP). The PAMP lays the groundwork for public art over the next

10 years and provides the overall vision, goals, and policies that define the process, roles and responsibilities, artist selection, and guidelines for public investment, maintenance and upkeep for public art.

City staff from the Library & Community Services Department and the Community Development Department administrate the program.

Local artists (directly living in the Alisal) contribute significantly to the cultural vibrancy and identity of the community by telling the neighborhood story through art.

*Opposite page: Here is an example of public art in the Alisal neighborhood. This mural is located beneath Highway 101 overpass along East Alisal Street in Salinas. (Photo by Jay Dunn, The Salinas Californian)*

## PUBLIC ARTS MASTER PLAN VISION (PAMP)

The City of Salinas will reflect on its rich history while looking toward the future through bold, visionary art. The public art program will foster unity, inclusivity and intergenerational connection through the celebration of the City's diverse, hardworking, and culturally vibrant community. Public art in Salinas will serve to inspire and support residents, especially the youth, through positive, meaningful messages and the creation of opportunity. Fundamentally, public art will solidify Salinas as an exciting place to live as well as a destination for arts and culture.

It was revealed in public outreach that there are challenges that both artists and staff face with public art implementation.

These include:

- The feeling that there are limited opportunities to participate in art projects
- Unfamiliarity with the application process
- Limited funding for art projects
- The need to calibrate the internal and formal process at the City level
- Challenges with large scale, public art installations
- Lessons learned about the durability of materials
- And upkeep of public art, once installed

The program is still young, but has now received a bigger commitment of annual funding and will grow in the near future.

The ideas in this chapter take a few steps (out of many) to suggest ways to bring more public art to strengthen the identity of the Alisal.

### 5.1.1. PAMP PUBLIC ART PROGRAM GOALS

It is important to build off of the PAMP Goals to:

- Establish a legacy of arts and culture in the community for the current generation of residents as well as those to come.
- Strive for a geographically equitable distribution of visual and performing arts.
- Utilize art as an avenue for bringing people together and honoring the stories of the land and people of Salinas, especially those that have been historically underrepresented.
- Establish a high standard for creative and technical excellence.
- Support the growth of a broader arts and culture movement throughout the City and encourage unity within the arts community.
- Utilize art as a tool for promoting community and economic development.
- Develop an art program that is receptive to new ideas and has the capacity to evolve over time.

### 5.1.2. ALISAL DISTRICT PUBLIC ART GOALS

To strengthen district identity, the goal is to assemble a collection of public art in the Alisal that:

- Creates a visual impact.
- Highlights aspects that make the Alisal unique.
- Develops a sense of pride and ownership over public spaces.
- Represents historically excluded communities.
- Frames the multiple identities of the Alisal Community.
- Tells meaningful stories forging more mutual understanding.
- Showcases the talent of local artists from the Alisal.
- Works with local Alisal art and culture groups, programs, and spaces.
- Provides an opportunity for youth involvement, education, and personal growth for the community.
- Has a positive and transformative effect on Alisal's vitality and neighborhood environment.



The funds for multiple murals on freeway infrastructure came from the Caltrans Clean California Program. Future funding from the City of Salinas will add to greater collection of public art in the Alisal. These two complementary murals on East Market Street feature a young girl sitting with a blue and polka dot toy horse next to the river (top) and a woman with her life-size blue and polka dot horse (bottom), telling the story of the past and its connection to the present and future. (Photos by Luis Alejo)



There are many opportunities to promote positive connections and honor the past, present, and future of the East Salinas community through public art. The stories are abundant, like this Día de los Muertos ofrenda in the Alisal. (Photo by City of Salinas).

## 5.2. PUBLIC ART FUNDS

**City of Salinas.** The Municipal Art Fund was initially funded solely by a 0.5% reserve of capital improvement projects (CIP). In 2023, the City Council began a new annual designation of \$100,000 and increased the percentage of completed CIP from 0.5% to 1% to give public art ongoing support into the future.<sup>1</sup> Funding supports visual and performing arts and includes permanent art as well as events. This investment will be essential to building the collection of public art in the City of Salinas and cultural offerings.

### Other Public Agencies.

It is important to acknowledge investment in public art in the Alisal from outside the area through programs by other levels of government and resources. For example, Caltrans procured the services of the Arts Council for Monterey County, which is a 503(c) nonprofit, to facilitate the selection of artists and mural design for the Clean California State Beautification Program. These two entities have a funding structure and public art selection process that is separate from the City of Salinas.

### Private Funds.

Public Art can also be funded privately through commissions, purchase, or donation in the public realm. Even if a piece of art is funded privately, the location and installation of public art must follow the City Municipal Code and be considered by the Public Art Commission.

<sup>1</sup> At the February 2024 Public Art Commission meeting, the Library and Community Services department gave an update regarding this. Recording of the meeting is available via [thesalinaschannel on YouTube](#) starting at 59:17 minutes.

## 5.3. CURATORIAL FRAMEWORK

The PAMP provides a curatorial framework for evaluating public art projects, that includes the following:

1. Emphasize time and place; art should consider the past, present, and future of Salinas.
2. Consider aspects that make Salinas unique, including its strong agricultural presence, youthful and diverse population, and the juxtaposition of its urban nature and rural context.
3. Promote positive values, including connection, diversity, education, family, and safety.
4. Provide an opportunity for telling meaningful stories and promoting mutual understanding.
5. Showcase the talent and creativity of Salinas by focusing on local artists, while employing visiting artists where appropriate.

To enhance the curatorial framework for the Alisal, the following list includes top-ranked ideas preferred by the community for what public art should represent.

### Values

- Hard working
- Close knit
- Generosity
- Creativity
- Family
- Future thinkers

### A mix of various cultures

- Diversity/ Multi-ethnic
  - A place for everyone
  - Mexican Americans
  - Filipinos
  - Japanese
  - Chinese
  - Okies

### Immigrant Pride

- Farm workers
- Salinas' rich labor history
- Street vendors
- United Farm Workers history

### Stories about places

- Hebron Heights
- The former old pueblo of the Alisal
- Closter Park
- Carr Lake

### Stories about people

- Joe Kapp "The Toughest Chicano"
- Musicians
- Historic figures like William Hartnell, James Bardin, etc.
- Famous Boxers
- Low Rider History

### The Environment

- Salinas Valley (and Mountains)
- Agriculture, Farm Fields, Salad bowl of the world
- Nature
- Monarch Butterflies
- Animals, Eagles



This mural on East Alisal Street was created 15 years ago by Jesús León and Arturo Bolaños. La Neta Murals' artists Arsenio Baca, Sea Sevilla, Avelino Sanher, Gerardo Zambrano and Natalia Corazza restored the murals to their original state and added murals to wrap the previously unpainted areas of the underpass with original mural themes. The mural restoration and additional murals were funded by the CalTrans, Clean California Murals Project. (Photo by Luis Alejo).

#### 5.4. PUBLIC ART FORMS

District Identity is experienced through permanent art installations in the public realm. There are many possible types of art that can be featured to express District Identity, including:

- **Murals:** A growing collection of murals can be found on public and private buildings and structures throughout the Alisal neighborhood. Murals in public view involve an existing process for approval and installation. Refer to the zoning code or ask the Community Development Department for guidance.
- **Decorative mosaics:** Mosaic ceramic walls are an opportunity, like murals, to decorate public and private buildings and structures, as floor treatment, wall treatment, or in decorative ways (e.g. on bench seating) in public spaces. While this is an opportunity for public art, maintenance of decorative mosaics is currently a concern at the City.
- **District/Gateway Signs:** A decorative sign that spells out "Alisal" could be used to establish district identity in the neighborhood. These could be placed at the entrances or in the center of the neighborhood. A series of landmarks or decorative signs could also unite gateways to the area and define the limits of the Alisal/ East Salinas area.
- **Landmark Sculptures:** A landmark structure (or series of landmarks) could be located next to a major street corridor to help orientation within the district.
- **Banners:** Public art could be displayed on banners along streets.
- **Painted Utility Boxes:** Efforts to paint utility boxes found along Alisal corridors, should continue in new locations or refresh existing ones. Using the boxes to reinforce a repeating graphic is one way to create a sense of unity for a corridor.
- **Graphics on Garbage Cans:** The panels on City standard garbage cans could be replaced as needed to serve as a canvas for public art. Panels can either be painted directly or wrapped with artwork to make public art visible along streets at the pedestrian level
- **Plaques or monuments:** Plaques or monuments that tell the story of the neighborhood could be integrated into the landscape, buildings, or stand on their own.
- **Performance Stages:** Consideration should be given to potential event spaces or stages in public spaces to host performing arts.



Some public realm improvement projects can be an opportunity for community building.

*This example of a mosaic mural above was created by volunteers at Hogan Middle School in Vallejo, CA. The community worked to design and install the mosaic as part of an educational opportunity.*

FIGURE 5.1: POTENTIAL LOCATIONS FOR PUBLIC ART



### 5.5. PUBLIC SITE SELECTION

The potential locations for public art projects in the Alisal could include, but are not limited, to:

#### Bridges

- Train Tracks at E. Front and E. Market Street
- Train Tracks at E. Alisal Street

#### Gateways

- E. Alisal Street at Griffin Street and/or Kern Street
- Market at Kern Street and/or Merced Street
- John Street between Griffin Street and S. Wood Street
- Wood Street at Highway 101 off ramp
- Market Street at Highway 101 off ramp
- S. Sanborn Road at Fairview Avenue
- E. Alisal Street and S. Sanborn Road
- E. Laurel Drive at Upper Carr Lake and/or Sanborn Road.

#### Historic places or landmarks

- Bread Box Recreation Center
- César Chávez Library
- Firehouse Recreation Center

#### Along roadways

- E. Market Street
- E. Alisal Street
- N. Sanborn Road
- Williams Road
- E. Laurel Drive

#### Medians or traffic islands

- E. Alisal Street and Skyway Blvd.

#### Open spaces / Public Parks

- Carr Lake
- Natividad Creek Park
- César Chávez Community Park
- La Paz Park
- Closter Park

#### At local schools

At the discretion of the Salinas Unified School District and other public institutions.



Community centers, like the Bread Box Recreation Center, are desirable locations for public art projects. (Photo by City of Salinas)

## 5.6. TOP 6 PUBLIC ART PROJECTS

The Alisal District Identity Master Plan recommends the following six projects to be considered for funding.

**1. District/Gateway Signage:** This project could include multiple large free-standing letters that spell ALISAL located at district gateways and in central places that are frequently visited and easily viewed. The location of the sign should also consider photos of people standing in front of the lettering.



A gateway sign, like the example (top) for Puebla could also be created at the heart of the Alisal. (Photo: Adobe Stock)

**2. Trash Panel Art:** This project could be established as a recurring project for artwork to be applied to panels of trash cans.

Trash panel art can serve as a pedestrian-level canvas for public art and culture. The Alisal program could follow build on a program for trash panel art in Downtown Salinas. (Photo by the City of Salinas)



**3. Street Banners:** This project could be established as a recurring project for artwork to be applied to banners.

Street banners are an opportunity for emerging artists to be involved with temporary public art. The City of Mississauga's program is shown (bottom left). (Photo by Tori Lambermont)



**4. Utility Box Painting:** This project should follow streetscape improvements to refresh existing utility boxes and decorate any new streetscape infrastructure.

Utility boxes (bottom left) can also serve as a pedestrian-level canvas for public art. ("City Life" utility box at Water and River Streets, Santa Cruz, photo by Ted Silveira)



**5. Wall Art:** This project could be established as a recurring project for artwork to be applied as murals or mosaics to enhance district identity in the Alisal.

A series of murals could be a recurring art project throughout the Alisal. The mural pictured (top left) is on the back wall of the Monterey County Health Department on E. Alisal Street. (Photo: Urban Field)



**6. Monuments:** Monument sculptures in unique forms can highlight local history and also serve as a new recognizable district feature for wayfinding and orientation. Monument projects could include multiple locations.

Monuments, with memorable themes, could also be used as landmarks throughout the neighborhood. The sculpture "Hat in Three Stages of Landing" (right) is located in Sherwood Park, Salinas, CA (Photo by Claes Oldenberg).



## 5.7. PROCESS FOR MANAGING AND MAINTAINING PUBLIC ART

### 5.7.1. PRIVATELY FUNDED ART ON PRIVATE PROPERTY

The process to gain approval for privately funded art on private property involves multiple stakeholders and must include Site Plan and Development Review Applications.

The applications require:

- Permission from the land owner on which public art is installed.
- An artists statement on how the artist was selected and the artist's experience with public art installation.
- A design statement including how the design was selected and a sketch of the design.
- A scaled plan of where the public art will be located to provide a sense of how big the public art project will be.

City Staff in the Community Development Department can advise on how to submit an application. Once applications are submitted, City Staff will review before presenting it to the Public Art Commission.

As an overview, the purpose of review is to:

- Ensure art contributes to the overall district identity in a coherent way.
- Check how it integrates with the site that its on and immediate environment.
- Review the design of the art piece and how it complies with the Public Art ordinance. (For example, art can not include words or text, symbols, regulatory markings, or disorienting patterns. Refer to the Public Art Code for more information.)
- Consider how the art is installed and maintained.
- Ensure the durability of the materials and installation.
- Evaluate the proposed budget to complete the project and allocation of budget to ongoing maintenance.

### 5.7.2. ROLES INVOLVED IN THE PUBLIC ART PROCESS

#### City Staff's Role in Strengthening District Identity through Public Art

City staff from Library and Community Services and the Community Development Department must coordinate to administer public art.

In order to meet the goals of the PAMP and to strengthen district identity, staff should coordinate to:

- Maintain a recommended list of public art projects by location, including a general time frame for prioritization and preliminary costs.
- Manage proposals for privately funded art projects and donations of art that are visible in public spaces.
- Issue and managing Calls for Art for City-funded projects.
- Advise applicants on the process of gaining public art project approval.
- Encourage local artists to submit proposals to Calls for Art
- Develop resources for better understanding the application processes.
- Present proposals for public art to the Public Art Commission.
- Managing agreements for approved public art projects.
- Address maintenance needs for public art.

#### Public Arts Commission Role in Strengthening District Identity through Public Art

The role of the Public Arts Commission is to:

- Encourage high quality public art that meets the goals of the PAMP.
- Pursue ongoing grants and partnership opportunities.
- Review proposals and public comments collected about proposed projects.
- Consider which public art projects to pursue, given public funds available.

#### Community/General Public

The selection of public art involves the general public through public comment with a public notice. Best practices for sharing public art include providing mock-ups, preferably on site, an online survey, and opportunities to meet with the artists at pop-up events.



*The selection of future artwork involves the greater Alisal community. Outreach, like this pop-up, is an essential part of choosing public art. (Photo by City of Salinas)*

**City Council's Role in Strengthening District Identity through Public Art**  
City Council reviews the proposals for feasibility, maintenance, and operations.

**Local Artists' Role in Strengthening District Identity through Public Art**  
Local artist are the ones who make the most visible contribution towards the content, expression, and implementation of the district's identity through the art they create.

Generally, there are several roles that a local artist can play in the public art process. Artists are not required to serve all roles.

- **Idea Generator:** The artist provides a concept or an original idea but does not execute it, and remains involved to direct it.
- **Art Interpreter:** for community based public art projects, the artist serves as a collaborator, interpreter, visionary, teacher, mentor, and liaison between client and community.
- **Installer:** The role for this artist is to install the art in place.
- **Promoter:** The role of local artists, often as part of a larger community organization, promotes the greater appreciation for the arts within the community to perpetuate the recognition of public art in the community and to other broader art markets.

Here is a list of what is considered in the selection of artwork, per the city's municipal code:

- Consideration of the origin of the art of the residence of the artist, with preference to Salinas-based artists; however, this is followed in order by art which originates in and artists who reside within Monterey County and the Tri-County area.
- Representation of a broad variety of tastes within the community and the provision of a balanced inventory of public art to insure a variety of style, design, and media throughout the community that will be representative of the eclectic tastes of the community;
- Experience of the artist in working on comparable projects.
- Evaluation of equity and diversity in ethnicity, gender, geographical location/origin, subject matter, scale, medium, and style elements.
- Ease of maintenance.
- Originality or the artwork and copyright infringement laws.

Refer to Art in Public Places Policies & Procedures Manual in the Public Art Master Plan for additional consideration items of the selection of artists and artwork.

## 5.8. ART SELECTION CONSIDERATIONS

Here are some questions that local artists and the Public Art Commission selection committee should consider when preparing a proposal.

### COMPLIANCE

Does the artwork comply with the City of Salinas Public Art Program requirements? Specifically, in terms of using:

- Words or text (including artists signatures)
- Symbols or icons such as flags, logos, symbols, anatomy, or commercial symbols.
- Markings that look like regulatory signs.

### CULTURAL RELEVANCE

Is the artwork relevant to the Alisal's values, culture, and people? How closely does the proposed artwork meet the goals and vision of the community?

### ACTIVATION

How does the project serve to anchor and activate public space?

- Is the size and mass of the project appropriately scaled for the site?
- Are there adjacent features that could overwhelm or compete with the scale of the project? Features could include the scale of the site or adjacent architecture, large retail signage, billboards, etc.
- Is the project located near high levels of pedestrian traffic and circulation paths? Does the project enhance the pedestrian streetscape experience?



*The selection of future artwork is based on a variety of factors including relevance to the goals and vision of the community and the ability of the work to anchor and activate public space. The mural pictured above is one of three from the Clean California Murals Project. It is located on Sanborn Road on the Highway 101 overpass. (Photo by Luis Alejo)*

### SELECTING MULTIPLE ARTISTS

Has this artist been awarded a project before?

In order to reach as many local artists as possible, projects that are funded on a recurring basis (annually or seasonally, e.g. street banners) should be limited to new, local artists (defined as an artist who lives in Salinas and who has not received funding for the same project before). Recurring art projects can give local artists a chance to become more involved in public art-making, as they are often more suitable to artist/community collaborations than larger permanent public art works.

Recurring art programs provide valuable opportunities for training emerging artists or those unfamiliar with the public-art commissioning process. Recurring public art projects often have smaller, more manageable budgets, often less rigorous contracting procedures, more flexible deadlines, and offer artists more options in terms of appropriate materials.

These programs also enable communities to become actively involved in identifying and encouraging their own emerging artists; these artists, in turn, can nurture the creativity of others.



*The view of artwork at night and its ability to withstand weather are two of the practical considerations about the physical needs of the artwork that are an important part of the art selection process. Using the right materials during installation and a plan for maintenance are essential to the longevity of public art. (Photo by City of Salinas)*

### DISTRIBUTING PUBLIC ART THROUGHOUT THE ALISAL

Does the placement of this project meet the goal of fairly and equitably distributing public art throughout the district?

### CONSTRUCTIBILITY AND MAINTENANCE

Can the project be built and installed as proposed? Is there enough expertise and experience to successfully implement the project? What kind of maintenance does the project require?

- Is funding for installation and maintenance considered as part of the proposal?
- The proposed artwork may look great on paper and in theory, but can it be built? Proposals of public art must include an installation plan. Are there installation needs that should be coordinated in public spaces?
- How does the project accommodate the constraints of the existing physical site? Does the project block windows or entrances, or obstruct normal pedestrian circulation? How does it look at night?
- How will the project withstand public intervention and vandalism? How will the project age with the outdoor environment?



This mural is peeling because a primer was not used before applying exterior grade paint and sealant. The mural was restored by Evergreene Architectural Arts (Photo by Brooke Beare.)

## 5.9. MAINTENANCE AND CONSERVATION

Maintenance and conservation of public art are critical aspects of ensuring the longevity, integrity, and aesthetic appeal of artworks displayed in public spaces.

Public art, which includes sculptures, murals, installations, and other forms, is often exposed to environmental elements, wear and tear, and potential vandalism. Proper maintenance and conservation practices help preserve the cultural and artistic value of these artwork pieces for the enjoyment of the community.

Ongoing maintenance and conservation of public artwork is incorporated into the proposal process and agreement between the City and Artist, so that the Public Art Program and the City do not become burdened with the possibility that a work of art will fall into disrepair, damaged, or vandalized.

### 5.9.1. MAINTENANCE PLAN AS PART OF PUBLIC ART PROPOSALS

Public Art in the community should look well cared for to contribute to the cultural vibrancy and identity of their surroundings. This can be better achieved by adopting a comprehensive approach to maintenance and conservation. Including a Maintenance Plan as part of proposals of

public art is a best practice to ensure that a project will remain in good condition for years to come.

The preparation of a maintenance program may require mentorship from Public Works, trades people, and other artists. Collective knowledge of how materials weather and which exterior finishes are appropriate for outdoor use or resistant to graffiti or vandalism, protective coatings and the appropriate hardware needs to be shared. If damage should occur, a plan should be in place to either repair it or remove it per PAMP deaccession and legal considerations.

### 5.9.2. MAINTENANCE PLAN COMPONENTS

The Maintenance Plan for proposals of public art should consider the following items:

#### Responsible parties for maintenance

- Identify responsible parties for maintenance.
- Schedule regular inspections to identify signs of deterioration, damage, or vandalism to the surface, foundation, or structural components of the piece.
- Seek guidance from professional conservators or restoration specialists for more intricate conservation work.
- Follow industry standards and ethical practices in conservation.

#### Cleaning and Maintenance Techniques

- Provide a statement regarding the materials from which the project is fabricated.
- Include instructions on the appropriate cleaning methods based on the materials used in the artwork and which cleaning practices to avoid that might cause harm to the artwork.
- Establish an emergency response plan to address immediate threats such as vandalism, accidents, or natural disasters with procedures to mitigate damage.

#### Documentation

- Maintain documentation, including photographs and written records, to track the condition of the artwork over time.
- Document interventions or conservation work performed.

#### Budget and Funding:

- Allocate sufficient resources in the budget for ongoing maintenance and conservation efforts.
- Explore grant opportunities and partnerships to support conservation projects.

#### Protective Coatings

- Apply protective coatings to artworks to shield them from environmental factors, UV radiation, and pollutants.
- Ensure that coatings are compatible with the artwork's materials.

#### Vandalism Prevention

- Design the artwork to be hardened to vandalism using anti-graffiti coatings or secured mosaic tiling.
- Implement strategies to prevent vandalism, such as increased lighting, surveillance, or community engagement initiatives.
- Engage the community in the preservation efforts by raising awareness about the value of public art and the need for its care.
- Encourage community members to report any issues or concerns.
- Repair vandalized components promptly.

#### Secure Mounting and Foundations for Sculptures and Free Standing Monuments

- Ensure secure and stable mounting or foundations to prevent structural issues.
- Regularly inspect mounts or foundations for signs of wear or damage.

#### Removing Art

- Outline the conditions that warrant the removal of the art piece from public space.



A maintenance plan should be put in place when public art and improvements are proposed to maintain and restore public art if vandalized. (Photo by City of Salinas)



Opposite page: A scene from the installation of a Clean California mural at the Market Street Highway Underpass. (Photo by the City of Salinas)

# Implementation

# 6

*This chapter summarizes the next steps needed to implement the Alisal District Identity Master Plan.*

## 6.1. IMPLEMENTATION STRATEGY

The implementation of public realm improvements throughout the Alisal district will be a long-term undertaking. The implementation strategy builds on existing momentum from related planning efforts and funding sources. This section provides a summary of recommended actions for decision making.

### 6.1.1. INITIAL TACTICAL ACTIONS

The Alisal community has been integral in creating the vision for the future of their district. The community outreach process revealed frustration at a lack of visible progress within the public realm.

Progress is underway on several initial tactical actions to improve the public realm. These include:

- Initiation of the Trash Can Artwork “Wrap” program to bring public art to the streetscape.
- Initiation of the Street Banner program to brand major corridors.
- New paint for light poles to refresh and enliven the streetscape.
- Refreshed paint for crosswalks to improve safety.
- Initiation of a program to plant trees in empty tree wells
- Implementation of Community Clean Up Programs at Carr Lake and Natividad Creek
- Ongoing Public Art Events using Public Art Funding

TACTICAL DISTRICT IDENTITY ACTIONS



The Clean California grant will fund the pilot of district branding to wrap street furniture, like these trash receptacles in Downtown Salinas, on major corridors in the Alisal. (Photo by SWA)



Empty tree wells on East Alisal Street will soon be filled with new trees with the Clean California program funding. (Photo by SWA)

**CLEAN CALIFORNIA**

The city received grant funding through Clean California for near-term, tactical public realm improvements at the Bread Box (see chapter 2), tree planting on East Alisal Street, and to pilot a trash can “wrap” program.



District branding can be reinforced with banners and posters throughout the Alisal neighborhood, like these examples from Vancouver, BC, Canada. (Photo from Be Heard Vancouver, Vancouver’s Downtown Association)



Paint and banners can lift up the public realm. The example above shows the improvement of streetlight poles before and after new paint and banners. (Photo from the City of Brisbane)

Public art, paint, street furnishings, and trees are all tactical actions that have a significant visual impact in public realm without being a big investment in time and money. It is also a way to test improvements at a lower upfront cost before more significant investment is made in permanent improvements in the future..



District identity can be found in temporary public art, like the sidewalk chalk designs drawn in intersections during events like Cyclovia. (Photo from City of Salinas)



The ongoing maintenance of district appearance involves the community through clean ups and beautification programs. (Photo by Mark Anderson)

Tactical actions also ensure that the community sees benefits to their public realm in a shorter timeframe, while the city works toward securing funds for larger investments in focus areas and corridors.

**6.1.2. FOCUS AREAS PRIORITIES**

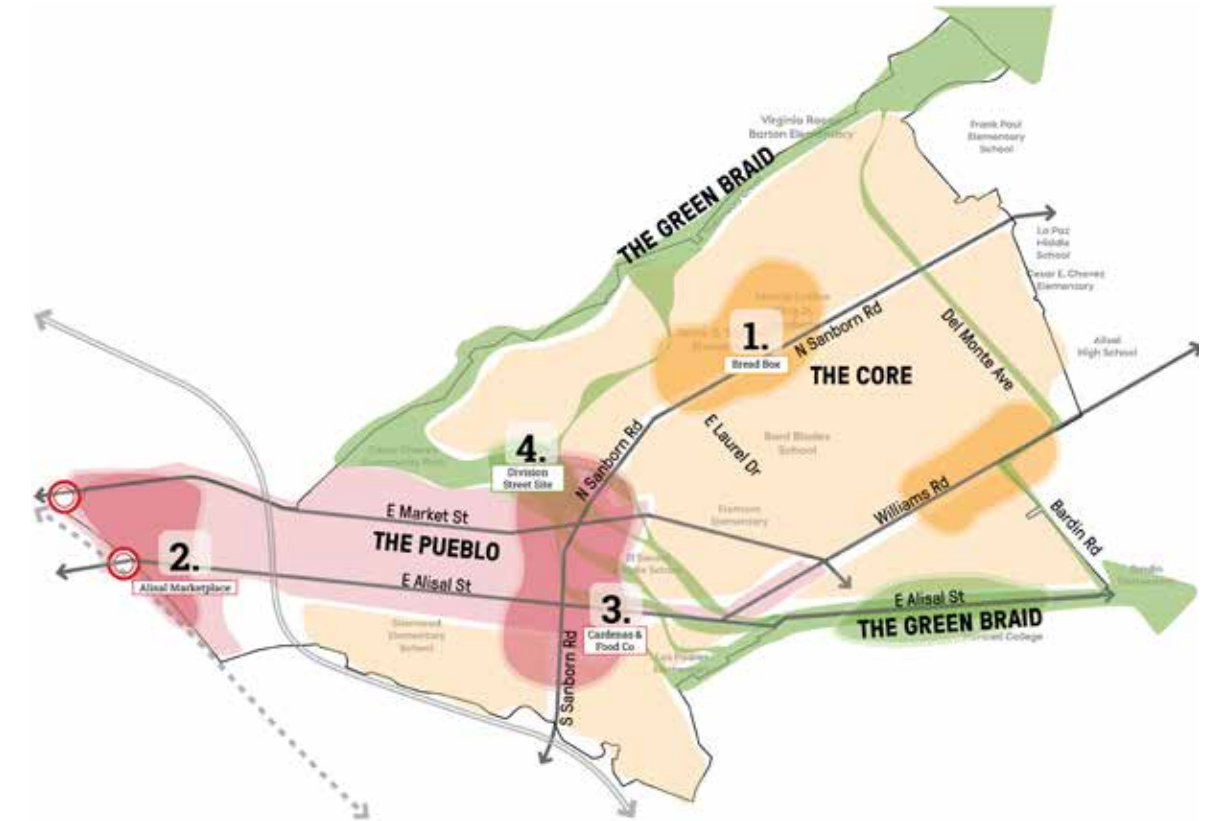
Focus areas identified within each identity zone, represent one category of improvements within the public realm.

Focus area each include a welcome marker at a gateway or central gathering place, such as a park or plaza for the community.

The order of prioritization of these improvements is based on the intention of distributing improvements throughout the Alisal to each of the identity zones.

Given the limited public funds, private investment or public-private partnerships will be necessary to fund some of these projects.

FIGURE 6.1: FOCUS AREAS

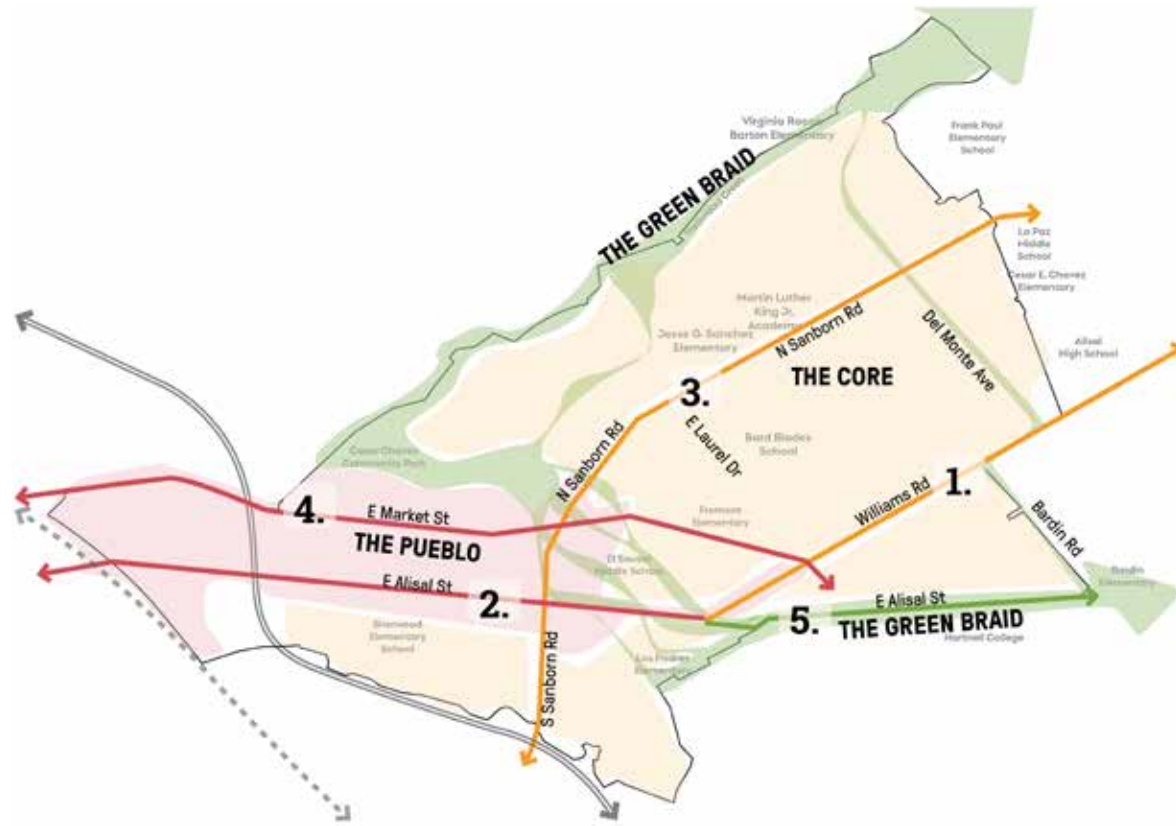


- 1. North Sanborn Road at the Bread Box**  
Activation + Gathering Place
- 2. East Market Street Gateway**  
Graphic Identity / Public Art
- 3. East Alisal Street + Sanborn Road Intersection + Central Plaza**
- 4. East Market Street at Division Street Site**  
Creek Restoration + Public Park

### 6.1.3. CORRIDOR PRIORITIES

The four primary corridors that define the Alisal district are East Alisal Street, East Market Street, Sanborn Road, and Williams Road. These connect the different identity zones, and create a framework for the entire district.

Investments in corridor improvements require a significant public investment, and can involve complex utility coordination. The Alisal District Streetscape Master Plan will develop concepts for each of the primary corridors, incorporating the recommendations and proposed toolkits presented in this document. The concept level streetscape improvement plans will be used to secure grant funding for future implementation. This proposed prioritization of the corridor improvement areas aims to balance investment across zones, and create a unified street network to better serve the entire Alisal district.



- 1. **Williams Road Streetscape**  
Utilize Grant Funding Received
- 2. **E Alisal Streetscape**  
Activate the Heart of the Alisal
- 3. **N Sanborn Streetscape**  
Improve District Connections
- 4. **E Market Streetscape**  
Expand the Heart of the Alisal
- 5. **E Alisal Streetscape**  
Extend Multi-Use Path Along Edge

### 6.1.4. POLICY AMENDMENT

The actions include improvements to the public realm, including corridors and open spaces, the façades of businesses on major corridors, the pilot of a district logo to test district graphic identity, and public art. The implementation actions also include recommendations of policies.

There are some implementation actions that would require policy amendments to be considered, including further revision the 2006 Color Ordinance to allow for more cultural expression through a wider range of acceptable paint colors (See Implementation Action 3.2).

### 6.1.5. PROCESS IMPROVEMENTS

In some cases, implementation actions involve process improvements, such as setting up a recurring meeting between departments for managing public art (see Implementation Action 5.1).

### 6.1.5. LONG-TERM PROJECTS

While many implementation actions can be executed within the next few years, some actions need more time to complete. Long term actions, such as making streetscape improvements, will take place over multiple projects and years (see Implementation Action 2.3).

## 6.2. IMPLEMENTATION TABLE

The actions listed in the implementation table (on the following pages) help strengthen district identity in the Alisal.

The Implementation Table references the Alisal Vibrancy Plan (AVP) Goals and ties the Alisal District Identity Master Plan (ADIMP) Implementation Actions to them. The table also indicates which department or organization may be involved. Whether it is the City Council, a City Department, the general community, or private parties.

A timeframe is offered for the action, though that is anticipated to change as stakeholders consider future prioritization of these actions based on financial, human, and technological resources available.

Alisal Vibrancy Plan (AVP) Goals	Alisal District Identity Master Plan (ADIMP) Implementation Actions	Department/Organization	Time Frame	
<b>Public Realm Improvements</b>				
2.1	Transportation and Infrastructure Priority: Support sidewalk maintenance and connectivity.	Address sidewalk maintenance, sidewalk network, connectivity, and complete streets in the Alisal District Streetscape Master Plan	Public Works, Community Development	Ongoing
2.2	LU 5.5 Beautify and 'Green' Public Streetscapes Throughout the Alisal with Wider Sidewalks, Street Trees, and Green Infrastructure.	Pursue funding to implement the Alisal Streetscape Master Plan project on an annual basis.	Public Works, Community Development	Short Term
2.3	TI 2.1.e – Implement Complete Streets Improvements.	Make streetscape improvements following the Alisal Streetscape Master Plan. Plant trees and plants, purchase and install colorful street furniture, and implement the ideas in the plan.	Public Works, Community Development	Long Term
2.4	ED 1.4 – Evaluate Potential Revenue Streams to Support Consistent Corridor Maintenance.	Improve the collection of obligated funds for streetscape maintenance with outreach.	Public Works	Short Term
2.5	ED 1.4.a – Build Corridor Maintenance Capacity of Community and Business Organizations	Explore the options for funding streetscape maintenance.	Public Works	Ongoing
2.6	ED 1.4.c – Evaluate Business District Funding Structure for Long-Term Sustainability.	Explore different types of district assessments for funding streetscape maintenance with an economic development strategist.	Economic Development, Public Works	Short Term
2.7	TI 1.2.b – Complete Sidewalk Network and Keep Sidewalks in Good Repair.	Establish a district assessments to fund streetscape maintenance.	Economic Development, Public Works	Long Term

Alisal Vibrancy Plan (AVP) Goals	Alisal District Identity Master Plan (ADIMP) Implementation Actions	Department/Organization	Time Frame	
2.8	Priority: Plant street trees.	Utilize the Clean California Grant to plant new street trees.	Public Works	Ongoing
2.9	TI 3.3 – Increase Street Tree Coverage Throughout The Alisal.	Promote and encourage the Adopt-A-Tree and Adopt-A-Block program for street tree maintenance with a public awareness campaign.	Public Works and Economic Development	Short Term
2.10	LU 7.1.j Use Durable and Sustainable Plants and Materials in New Public Spaces.	Pair the Adopt-A-Tree and Adopt-A-Block program with future streetscape improvements.	Public Works, Urban Forest Division	Long Term
2.11	YAP 6.3 – Implement Regular Maintenance of Parks and Gathering Spaces in the Alisal.	Support and expand programs for clean up, such as the "Amor Salinas" and the Ambassador program.	Public Works, Community Development	Ongoing
2.12	LU 5.6 Take Advantage of Opportunities for Temporary Open Spaces and Plazas.	Create future temporary improvement projects.	Public Works, Community Development	Ongoing
2.13	YAP 6.1 – Develop Parks and Gathering Spaces that are Family-Friendly and Safe for the Community.	(Focus Area Priority 1) Activate the gathering place on N. Sanborn Road at the Bread Box	Public Works, Community Development	Short Term
2.14	LU 7.1 Reflect Identity Through Design of the Built Environment	(Focus Area Priority 2) Install an E. Market Street Gateway with District Identity and Public Art	Public Works, Community Development	Short Term
2.15	ED 3.2.a - Create a Central Meeting Place as the Corazon of Alisal.	(Focus Area Priority 3) Create a central plaza near the intersection of E. Alisal Street and Sanborn Road	Public Works, Community Development	Long-Term

Alisal Vibrancy Plan (AVP) Goals	Alisal District Identity Master Plan (ADIMP) Implementation Actions	Department/ Organization	Time Frame
2.16 LU 5.4 Encourage a Diversity of Public Open Spaces in the Alisal.	(Focus Area Priority 4) Restore the creek and improve the public park at the Division Street Site.	Public Works, Community Development	Long-Term
2.17 LU 5.5 Beautify and 'Green' Public Streetscapes	Williams Road Streetscape: Utilize grant funding received to improve the streetscape on Williams Rd.	Public Works	Short Term
2.18 GOAL ED 1. Improve the Appearance and Cleanliness of the Alisal's Commercial Corridors.	E. Alisal Streetscape: Activate the Heart of the Alisal at E. Alisal Street and Sanborn Road with streetscape improvements that strengthen the business corridor.	Public Works	Short Term
2.19 LU 5.5 Beautify and 'Green' Public Streetscapes	N. Sanborn Streetscape: Improve the visibility of district connections to help unify the district core.	Public Works	Short Term
2.20 GOAL ED 1. Improve the Appearance and Cleanliness of the Alisal's Commercial Corridors.	E. Market Streetscape: Expand the heart of the Alisal with streetscape improvements that strengthen the business corridor and relate to the district identity along the E. Alisal Street business corridor.	Public Works	Short Term
2.21 LU 5.5 Beautify and 'Green' Public Streetscapes	E. Alisal Streetscape: Extend the multi-use path along the edge of E. Alisal Street.	Public Works	Short Term
2.22 GOAL YAP 6. Create and Support a Diverse, Well Maintained, and Culturally Relevant Network of Parks and Gathering Spaces.	Utilize existing public land or purchase new land for public parks. Publicly fund the design, and construction of future parks	Public Works, Community Development	Long Term
2.23 ED 3.2 – Create New and Improved Existing Public Spaces Along Alisal's Commercial Corridors.	Encourage private land owners to create new privately owned, public spaces. Or, Partner with a private entity to fund, design, construct and maintain future parks.	Private land owners	Ongoing

Alisal Vibrancy Plan (AVP) Goals	Alisal District Identity Master Plan (ADIMP) Implementation Actions	Department/ Organization	Time Frame
<b>Storefront Design Guidelines</b>			
3.1 LU 7.1.c Work Closely with Alisal Businesses and Residents to Create Specific Design Guidelines for Commercial Corridors.	Continue to adjust and adapt the design guidelines for district identity for Commercial Corridors developed in Chapter 3.	Community Development	Ongoing
3.2 LU 7.1.b Encourage Use of Building Forms, Colors, and Materials that Draw from the Cultures in the Alisal.	Revise the 2006 Color Ordinance that restricts colors to earth tones to allow small businesses to use brighter, culturally relevant colors for commercial buildings. Meanwhile, reference colors that are shown as guidelines in Chapter 3.	City Council	Short Term
3.3 LU 7.1.d Incorporate Crime Prevention Through Environmental Design (CPTED) Principles Into Guidelines and Development Regulations.	Remove bars (and signs of defense), remove signage from windows (for visibility), and provide awnings and planters (for beatification) in front of stores to show a sense of ownership and surveillance.	Community Development	Ongoing
3.4 LU 7.1.g Require Special Building Design.	Encourage new development at intersection corners to include a special feature with public art, a blade sign, or a taller architectural feature to serve as a landmark at the intersection.	Community Development	Long Term
3.5 LU 7.1.h Develop Active Ground Floors.	Improve the visibility of activity through the design of storefront windows.	Individual Business Owners	Ongoing
3.6 LU 7.1.i Promote and Facilitate Outdoor Dining.	Apply the standards for outdoor dining for Downtown, and modify if necessary, to apply citywide.	Community Development	Short Term

Alisal Vibrancy Plan (AVP) Goals	Alisal District Identity Master Plan (ADIMP) Implementation Actions	Department/ Organization	Time Frame
3.7 LU 7.2 Promote Best Practices in Urban Design and Development	Reduce old style-based design standards so that local businesses can more fully express their culture and authenticity as a local business and more easily adapt to retail trends.	Community Development	Ongoing
3.8 LU 7.2.b Horizontal and Vertical Articulation.	Encourage a limited amount of variation in treatment of storefront design between storefronts of different businesses through architectural details and materials to differentiate buildings and tenants from one another and create variety.  Maintain consistency amongst tenants of the same building or amongst businesses along the same block with signage, primary color tones, or through the treatment of landscaping to create a connection between neighbors and the greater commercial corridor.	Community Development	Ongoing
3.9 LU 7.2.d Building Setback.	Continue to require new commercial buildings locate at the street edge on major corridors to reinforce the street wall, except where public spaces for gathering are provided.	Community Development	Short Term
3.10 LU 7.2.e Commercial/Mixed-Use Ground-Floor Windows.	Enforce window transparency requirements to maintain visibility of activity along ground floor commercial spaces.	Community Development	Short Term
3.11 LU 7.2.f Building Details.	For franchise businesses, be sensitive to the authenticity of the neighborhood culture and character and make references to nearby relevant architecture and scale to reinforce the district identity and appear less generic.	Community Development	Short Term

Alisal Vibrancy Plan (AVP) Goals	Alisal District Identity Master Plan (ADIMP) Implementation Actions	Department/ Organization	Time Frame
3.12 LU 7.2.g Signs and Awnings.	Allow neon signage in commercial districts outside of downtown.	Community Development	Short Term
3.13 LU 7.2.h Commercial Landscaping.	Encourage private business owners invest in commercial landscaping with planters and planting along storefronts to complement the future streetscape.	Business Owners	Ongoing
3.14 LU 7.3.b Revise Parking Location and Design Standards to Orient Buildings to the Street and Add Nature to the Built Environment.	Encourage the transformation of portions of surface parking lots into plazas. Explore shared parking solutions to better utilize land and allow for new gathering places.	Community Development	Short Term
3.15 ED 1.3 – Incentivize Owners and Merchants to Invest in Property Maintenance and Improvements.  ED 1.3.a – Establish a Façade Improvement Program.	Create program requirements, rules and guidelines, an application form, and grant agreement template for a Façade Improvement Program and initiate the Façade Improvement Program.  Include both grants for design assistance and forgivable loans for making improvements.	Community Development	Short Term
3.16 ED 4.1 – Continue Streamlining and Simplifying the Business Licensing and Permitting Process.  ED 4.1.a – Simplify Regulatory Processes.	Clearly state the regulatory process in a handout. Work on reducing the confusion, number of steps, and number of regulations that applicants must respond to and the number of permits that need to be obtained to make storefront improvements.	Community Development	Short Term
3.17 ED 1.2.a – Expand Current Design Guidelines.	See Chapter 3 for expanded design guidelines related to district identity in commercial corridors.	Community Development	Ongoing

Alisal Vibrancy Plan (AVP) Goals	Alisal District Identity Master Plan (ADIMP) Implementation Actions	Department/ Organization	Time Frame
3.18 ED 1.3.b – Identify Blighted Properties to Benefit From Façade Program.	Encourage all to apply for the facade improvement program with a campaign led by a business ambassador.  Prioritize the award of funds to businesses that have not made an improvement in more than five years. Support discussions between tenants and landlords about investment in storefront improvements.	Community Development	Short Term
3.20 ED 4.2.b – Provide Education and Outreach About Business Requirements.	Encourage businesses to hire local designers with grants to assist small business applying for Façade Improvement Loans.  Provide opportunities to train small business owners and local designers on regulatory process, permits, licensing, and which agencies are responsible for what services for storefront improvements	Community Development	Ongoing

Alisal Vibrancy Plan (AVP) Goals	Alisal District Identity Master Plan (ADIMP) Implementation Actions	Department/ Organization	Time Frame
<b>Branding for Commercial Corridors</b>			
4.1 LU 7.1.c Work Closely with Alisal Businesses and Residents to Create Branding for Commercial Corridors.	In regards to branding, the process that resulted in three preliminary graphic design identities was central to the community outreach. More work can be done to work with Alisal Businesses and Residents to continue to adapt and personalize the graphics.	Community Development	Ongoing
4.2 ED 3.1.a – Develop a District Identity Theme.	Now that a graphic brand for the Alisal has been created, design and install Pilot Graphics for Banners and Trash Enclosures. Continue to identify places that they are applied on other elements in the public realm.	Community Development	Ongoing
4.3 ED 3.1.b – Use Social Media to Promote Branding and District Identity and Pride.	Now that a graphic brand for the Alisal has been created, begin to apply it to social media. Note: the development of the brand included a brand guide that should be widely shared to establish consistency in brand usage.	Community Development	Short Term
4.4 ED 3.1.c – Promote Alisal Businesses.	Fund, create, and install applications of Alisal district branding to reinforce the recognition of the Alisal business district.	Community Development	Short Term
4.5 LU 7.1.f Develop Wayfinding Signs to Guide the Public in the District and Promote Local Businesses and Attractions.	Integrate branding into district wayfinding signage to help guide visitors to the business district.	Community Development	Short Term
4.6 ED 3.1 – Invest in Branding the Alisal as a Cultural, Art, and Retail Destination Through Promotional Materials, Social Media, and Events.	Find ongoing funding streams to support the applications of the branding for the business district.	Community Development	Short Term

Alisal Vibrancy Plan (AVP) Goals	Alisal District Identity Master Plan (ADIMP) Implementation Actions	Department/Organization	Time Frame	
<b>Public Art</b>				
5.1	Priority: Expand arts-based partnerships and programming.	Create and maintain a standing internal staff meeting for Library and Community Services, Planning, and Community Development to coordinate the management of Public Art Program.	Library and Community Services, Community Development, Public Works	Ongoing
5.2	Priority: Expand arts-based partnerships and programming.	Increase the eligibility of Public Art Commissioner candidates by allowing "interested parties", to replace the requirement of "practicing art professional" to avoid potential conflicts of interest.	City Council	Short Term
5.3	YAP 4.1.a - Create the Alisal Arts Action Plan.	Generate a list of desired public art projects that includes a general time frame and prioritization. Draw ideas from the Public Art Master Plan and recommended public art projects in Chapter 5. Issue and manage Calls for Art from this list.	Library and Community Services	Ongoing
5.4	YAP 4.1.c Increase arts and culture funding.	City Council has recently established recurring funding for public art. Include funding for maintenance of existing art as part of every cycle for funding public art.	City Council	Ongoing
5.5	GOAL YAP 4. Prioritize Arts and Culture Investments to Support Creativity, Expression, and Beauty for the Alisal Community.  "promote creative expression in the community and showcase the work of local artists."	Establish a Recurring Public Art Program. Amend Public Art Ordinance to limit recurring public art projects to new, local artists.  Create an Application Assistance Program for Artists that are interested in applying to Calls for Art, Requests for Proposals (that require qualifications) and Community Grants.	Library and Community Services, Community Development, Public Works	Short Term

Alisal Vibrancy Plan (AVP) Goals	Alisal District Identity Master Plan (ADIMP) Implementation Actions	Department/Organization	Time Frame	
5.6	LU 7.1 Reflect Identity Through Design of the Built Environment	Create a Recurring Street Light Banner and Trash Corral Art Program	Community Development, Public Works	Ongoing
5.7	LU 7.1.a Encourage Murals and Other Artwork on Public and Private Development.	Create a handout for putting up a mural on the side of a business. Streamline and clarify the process that includes Site Plan Review.	Library and Community Services	Short Term
5.8	LU 7.1.e Create Gateways to Mark Key Entrances to the Alisal.	Create gateway signs (standing letters or other painted signs) as the highest priority public art projects.	Library and Community Services, Community Development, Public Works	Short Term
5.9	ED 1.2.c – Promote Art in Privately-Owned Spaces.	Create a program to encourage the creation of more murals on blank business walls. Actively identify locations for places that can enhance the visibility of district identity and encourage businesses to install murals with application assistance and potentially funding through a future source.	Library and Community Services, Community Development, Public Works	Ongoing
5.10	ED 3.2.c - Create Gateway Signage, Banners, and Murals.	An Alisal business district banner pilot project is underway. Seek private partners to sponsor murals. Find a source of funding, possibly through the business improvement district, to support gateway signage, banners, and murals for the business district.	Library and Community Services, Community Development, Public Works	Ongoing

